

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

Vol. LXXXI

NEW YORK, NOVEMBER 21, 1912

No. 8

Did you ever consider the *tonic effect* of advertising?

To our minds it implies an enthusing of your own sales force, of the wholesale distributors and of the retailers; it insures a quickening interest in your whole business—and this entirely in addition to the value of the advertising on the consumer.

The tonic effect of advertising is thus to arouse enthusiasm, create renewed interest, awaken salesfolk to fresh endeavor in your behalf. Such a tonic will profit you, for it means easier selling.

If we were asked to discuss the subject with you, we would want to talk in terms of *your* business, not ours.

N. W. AYER & SON

Philadelphia

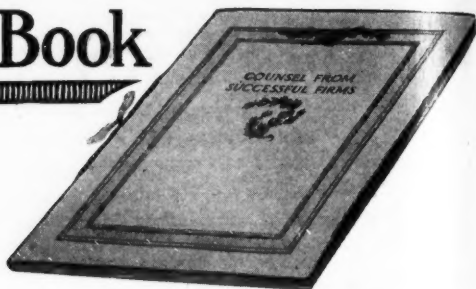
New York

Boston

Chicago

Cleveland

This Book



is too valuable for
general distribution

It will only be worth its cost to us through being placed in the hands of advertisers who are interested in establishing or strengthening a New York market.

It contains reproductions of original letters from forty-one prominent advertisers. These successful firms express their views on car card advertising in Greater New York, and what they say should be of vital interest to any advertiser with Metropolitan intentions.

A request for it from any responsible firm will bring a copy by return mail.

We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York and are sole agents for all Car Advertising in Brooklyn. TOTAL PASSENGERS CARRIED, OVER THREE MILLIONS DAILY

50 UNION SQ.

WARD & GOW

NEW YORK

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXI

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No. 8

How to Keep Good-Will Thieves at Bay

As Mr. Rogers emphasizes in the following admirable article, every successful advertiser must experience unfair competition. The more his reputation as the producer of a good brand grows among consumers, the more attention and money he must devote to holding off the pirates. Letters received by PRINTERS' INK almost daily from leading advertisers ask what can be and should be done. Manufacturers are realizing that moral suasion and parleying won't go far to remedy the evil. Those who, in a score of contemptible ways, conduct their forays against a reputable brand are beyond the reach of effective moral argument. Such thieves respect only a hard-hitting defense.

Advertisers have a great interest in common here. The sooner they know how to manage their defensive guns, the more quickly good-will thieves will be driven out of business.

*By Edward S. Rogers,
Of the Chicago Bar. Lecturer at University of Michigan.*

In earlier and simpler times trade-mark counterfeiters were punished capitally or had their hands cut off by the common hangman. An edict of the Elector Palatine in the fourteenth century decreed hanging for an innkeeper who sold ordinary wine as Rudesheimer.

As late as 1853, at the York assizes, Mr. Justice Erle sentenced a man to two years' imprisonment for counterfeiting a blacking label. At the Middlesex sessions in 1860 one Jones was given three years' penal servitude for imitating Borwick's Baking Powder labels. The punishment was made to fit the crime. The trade pirate got penal servitude and the maritime person, who pursued piracy, if caught, was hanged on Nix's mate and his carcass, coated with tar, swung in an iron cage as a warning to evil doers.

Piracy of the more robust variety has disappeared from the face of the waters, and trade-

mark piracy of the corresponding type is fast disappearing from the land. I doubt if covetousness is less prevalent, but piracy has degenerated in robustness of method. The name pirate applied to the poor creature who to-day tries to steal his successful rival's business is an utter misnomer. His conduct is only comparable with the variety of dishonesty exemplified by the humble individual who steals door mats or picks pockets. To call the modern infringer a pirate is to pay him a compliment he does not deserve; he is no such hardy ruffian, he is a sneak thief, a confidence man, just as dishonest, no doubt, as a real man thief, but less admirable.

He hopes to escape the penalty of his wrongdoing by craft and cunning, to deceive the public and then, when accused, also to deceive the courts. The courts, of course, had no difficulty in dealing with the counterfeiter and the real and properly so-called trade-mark pirate. They sometimes were difficult to catch, but when caught were given a short shrift. The

law, however, is not always so fortunate in overtaking and stopping the more astute modern infringer. The courts are as a general thing about five years behind the trade parasite. This is shown by the development of the law on the subject of trade-mark infringement and unfair competition.

DEVELOPMENT OF UNFAIR COMPETITION

The first private actions based upon imitation of trade-marks were what is known as actions on the case for deceit; that is to say, the defrauded purchaser sued the dealer who had deceived him by the use of an imitation mark. There are a number of cases back in the reign of Queen Elizabeth which proceeded upon this theory. Actual fraud is an essential element to this sort of an action, and the necessity of showing it left an avenue of escape open for the pirate, who had only to swear that he acted in good faith to escape liability. Then followed actions by the manufacturer whose trade-mark was infringed which at first were not entertained at all by the courts, one very eminent judge, as late as 1742, stating that to recognize such an action would lead to "mischievous consequences."

A few years later the judicial conscience awakened sufficiently to permit the manufacturer whose mark was infringed to enjoin a continuance of it, and even then it was necessary to prove actual fraud on the part of the defendant. It was not until 1838 that the English courts abandoned this notion and held that fraud was not an essential element. It was about that time, or a little later, that the trade-mark infringer discovered that the only apparent way to escape liability was to make his imitation less exact and leave room for argument that there was no imitation in fact, and to imitate not so much the technical trade-mark of his rival, but the dress of his package, color or label or other identifying feature in which no monopoly or property, strictly speaking, could be claimed. Since the courts up to

this time had enjoined infringement of trade-marks on the supposed ground that infringement was an invasion of property, they had great difficulty at the outset in coping with the changed conditions, because concededly there was no property in the color red, for example, in a geographical name, in a personal name or in any of the numberless things, other than technical marks, that serve to identify goods as coming from a particular commercial source.

But after the judicial inertia was overcome the new conditions were squarely met and adequate relief accorded. This was the origin of what subsequently became known as unfair competition and the doctrine of secondary meaning. The doctrine of secondary meaning briefly is this: That if an element performs useful functions and has a more or less direct meaning as applied to the goods—whether that element is used as a covering for the goods or as an ornamentation—its use by others will be restrained, if it can be shown that in addition to its specific functions this element possesses by usage an additional usefulness as a means of identification. That is to say, if a man uses a red label or red package on his goods, primarily the label or package is simply a covering, but if it can be shown by reason of long use of a red label or package it also identifies a certain producers' article, the use by anyone else of a label or package so similar in appearance as to be calculated to pass off the second producer's article as that of the first, this deceptive use will be enjoined or restricted.

So after several hundred years' development, the law of unfair competition has been crystallized into a single sentence—*no one has any right to sell his goods as the goods of another.*

There now is no question of law involved in these cases. They are cases of fact. The law is established, and the principle is perfectly general and without exception. No one has a right to use any artifice or contrivance by

Everybody's Magazine

"The Iron Trail" by Rex Beach

another smashing new serial beginning in the January Everybody's. A powerful, vivid story of Alaska, full of action and interest from the very first page. Sure to make a big hit.

The fourth instalment of "The Remedy," by Thomas Lawson, is also in this January issue. It demonstrates convincingly how governmental supervision of the Stock Exchange will curb stock gambling.

Other stories, articles and illustrations by Julian Street, Arthur Train, Edwin L. Sabin, J. M. Flagg, Howard Pyle, M. L. Bracker, etc., complete a corking issue.

The consistent high quality of Everybody's attracts a class of readers in keeping with what it publishes. *If you want your sales-story placed before discriminating people in the most substantial homes of the country, publish it in*

Everybody's Magazine

Robert Frothingham

W. R. Emery,
Western Manager,
Marquette Bldg., Chicago.

Advertising Manager
New York

Forms close December 5th

means of which the sale of his goods as a rival's is accomplished either directly or indirectly, or will probably be accomplished by dealers who purchase from him. Will ultimate purchasers without active and actual passing off by either the producer or the retailer be likely to purchase the defendant's goods in the belief that they are the goods of the complainant? It is of no consequence whether the deception is effected by imitation of trade-mark or name, whether descriptive, geographical or personal, duplication or copying of device, label, color, design or get-up of enclosing package, duplication of catch-words or in any other way. Is one trader making, directly or indirectly, expressly or by implication, a false representation that his goods are those of a rival? It may be made in any of the myriad ways in which it is possible to make it. The question in every case is: Is this false representation being made? And that question is a question of fact.

UNFAIR CASES DO NOT INVOLVE COMPLICATED POINTS OF LAW

Now, no lawyer has any cause for complaint when clients do not hand him their cases on a silver platter, but when people come in and put a carton or bottle or what not on his desk and say, "That's an imitation of our Bird brand and I want you to stop it at once; don't wait a minute; get right after the scoundrel!"—he has a grievance. It is simple enough to treat an ordinary commercial lawsuit thus casually—to tell a lawyer to collect a past-due note or sue for breach of contract. Cases such as these may involve disputed law points, but the facts are generally simple and can be ascertained in a few minutes.

Unfair trade cases contrary to the common belief do not involve any complicated law points. There is nothing mysterious or esoteric about them. They are cases of fact and the facts are spread over the whole territory where the goods of the parties are sold, and it *takes time to get them*. So short of obvious and shameless

counterfeiting, the facts of the cases are to be found not only in the contrasted labels or packages, but in the stores of the dealers who handle the goods.

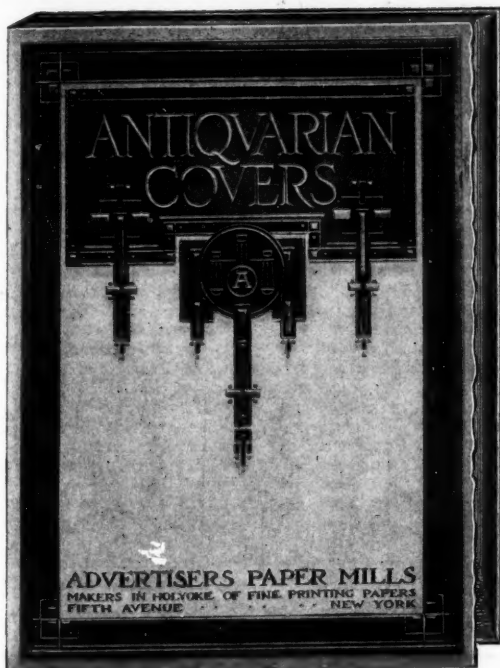
The question is a practical one: Are purchasers likely to be deceived? When there is nothing to go by but a comparison of labels or names, which more or less resemble each other, one man's opinion is as good as another's, and cases started and prosecuted on such a basis resolve themselves into nice little academic disputes, one side contending that the resemblances are enough to fool people and the other maintaining that no one with eyes, ears and common sense could be deceived for an instant and that anyone who could be fooled ought to have his sanity inquired into. After an hour or so of theoretical disputation, the court takes the case under advisement and after a while writes a nice theoretical opinion and decides one way or the other, depending very largely on the eyesight of the judge and his capacity or incapacity for being fooled himself, and from the record before him is likely to be right whichever side he takes.

This situation is very largely due to the fact that most trademark and unfair trade cases are prematurely brought and without a sufficient preliminary investigation of the actual facts as they are in the trade and among purchasers. When a complainant can go before a court fortified with a number of cases of actual deception, there is no need of any theoretical argument, no necessity for a discussion of probabilities, whether deception is likely to occur or not—it has occurred and there is no more to be said. Proved cases of actual deception end all argument. That there is no likelihood that people will be deceived is completely met by proof that people have been.

INVESTIGATION SHOULD PRECEDE ACTION

The best basis for an argument that deception is likely is proof that it has occurred. So I say that where the imitation is inex-

THE BOOK OF ANTIQUARIAN COVERS



In acknowledging his copy of **THE BOOK OF ANTIQUARIAN COVERS**, James Wallen writes from Buffalo:

"I want to thank you for **THE BOOK OF ANTIQUARIAN COVERS**, No. 336S. The Book is valuable in that it shows possibilities which do not occur to the average advertising man. It is because you have concentrated on the subject of combinations that you have been able to secure, among the various effects which have been used, the ones which radiate ideas.

"By distributing such a valuable and comprehensive collection as **THE BOOK OF ANTIQUARIAN COVERS** you are benefiting the entire publicity business."

Your copy of the Book is waiting for you. Ask for it.

ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers
Fifth Avenue Building New York

act the most careful and painstaking investigation ought to be made before suit is brought among actual purchasers of the alleged infringing goods to produce evidence of actual deception and mistake. This evidence is difficult to get and the courts recognize this difficulty, but it is worth the trouble because it transforms speculation into actuality. Sometimes it turns up unexpectedly and from unexpected sources.

I recall sitting around a courtroom in Cleveland waiting for a case to be called. There was a trade-mark case being argued relating to an alleged infringement of the "In-er-seal" device of the National Biscuit Company. There was no evidence of actual deception, and counsel for the defense naturally was making the most of it. He was a good lawyer and much given to fluent vocalizing and was going on at a great rate, treating the subject with much ingenious pleasantry.

"My distinguished opponent," he said, "is asking this court to convict my client of fraud on a supposition. He says this little red seal is calculated to impose on the public. We have been using it openly and notoriously for a year, and my adversary is unable to produce a single person who will swear he has been misled by it. He has had ample opportunity to bring in a multitude of deceived purchasers. He has produced none. He says he is under no obligation to do so. Of course he isn't, but don't you suppose that if there were any they would have been paraded before your honor? None are produced because there are none, and this court is asked to enjoin us and brand our business a fraudulent one when what we have done has not deceived a single soul—not only has not but could not. No one not an imbecile could be deceived by this label. The law is designed to protect people with faculties unimpaired, not those with arrested mental development"—and so on with much noise and clamor.

The judge listened patiently and immediately at the close of the argument, contrary to his usual

practice, granted the injunction without taking the case under advisement.

After adjournment we all went into chambers to pay our respects to the court and someone said, "Judge, you didn't take much time to decide that biscuit case." "I should think not," replied the judge. "I was much amused at the remarks of Mr. So-and-So. He said that no one but an utter ass could be fooled by his client's label. If he is right in that, I'm that sort of person. I was going fishing about a month ago and took along some of his client's crackers. I bought them for 'Uneedas.' The packages had the little red seal on the end. They fooled me, and I guess they would fool other people."

Miracles like this, however, do not happen every day. Trade-mark and unfair trade cases are won, not on any fine-spun legal theories, but on the facts. The best way to convince a court that a thing is calculated to deceive is to show that it actually has deceived. The only way to get this proof is to go out among consumers and hunt. No amount of time is wasted and no labor useless which shows deception not as a probability or a possibility but as a fact.

IMITATION THE EXPERIENCE OF ALL SUCCESSFUL BRANDS

It must be accepted as a fact that all successful articles are imitated. That every success breeds parasites which prey upon it. That every trade-mark label or package which is advertised and which stands for something is sooner or later infringed. As a matter of fact, the proprietor of a successfully advertised product must resign himself to a siege of infringement which he must pass through. It is a perfectly normal phenomenon. He is bound to have it just as it is a foregone conclusion that children will have measles, whooping-cough and chicken-pox, and he might as well recognize it and make appropriations for the expense of prosecuting infringers just as he does for insurance and taxes. My experience has been



Why don't you woo Chicago and sell her more of your product? If you think it takes a big pot of money to cover the Chicago territory, you're wrong. By *concentrating* even a small amount of money in the advertising columns of The Chicago Tribune you can reach the *buying* people in one of America's *richest* fields.

Chicago manufacturers and jobbers who were *small* only one, two or three years ago are now *big*; and many of them never advertised anywhere except in The Tribune. They're growing like magic. If others have covered the Chicago territory in this way, why can't *you*? Investigate. Ask questions. Write for some powerfully interesting inside information. Don't neglect the *fifteen million best buying people* who are living in and about Chicago!

The Association of American Advertisers has examined and certified to the circulation of this publication. The figures of circulation contained in the Association's report only are guaranteed.
Association of American Advertisers
 No. 2288 Whitehall Bldg. N. Y. C.

The Tribune prints far more advertising than any other Chicago newspaper

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

EASTERN OFFICE: 1207 Croisic Bldg., 220 Fifth Avenue, New York City

that a newly advertised article will be let alone about a year, or if its success is marked, not so long. Then are hatched a swarm of parasites of different degrees of effrontery, but all equally conscienceless and all moved by a common purpose, to steal a part of the successful article's good will. This is the common experience, and sometimes it seems as if there was no end to the thieving.

When Cascarets had been on the market a year or so, there appeared "Castorets," "Castor Caramels," "Castorines," "Castorolas," "Castorinas," "Cascaratabs" "Cascara Tablets" (in imitated boxes) and the like. Holeproof Hosiery produced "Soleproof," "Toeproof," "Heel - Proof," "Wear - Proof," "No Hol"—all in yellow boxes. In the days of the extensive advertising of Hood's Sarsaparilla it seemed as if the whole clan of Hoods was suddenly and with one accord inspired to go into the medicine business, and there were "J. C. Hood's Sarsaparilla" and "Good's" and others, and all used the buff package and peculiar diagonal printing of the genuine. Paine's Celery Compound inspired "Payns," "Stuart's Dyspepsia Tablets" "Dr. Stewart's Dyspepsia Tablets." A competitor of "Big Ben" alarm clocks was so singularly lacking in ingenuity that he put out a "Big Bell." When the General Arthur cigar was advertised all over the country, the stock labels or lithographers were searched for those showing representations of distinguished-looking gentlemen wearing mutton-chop whiskers and among others Chauncey Depew and the Duke of Veragua were discovered and they were thereupon christened "Prince Arthur" and "Captain Arthur." George W. Childs received the same treatment, pictures of benevolent old gentlemen were labeled "Roth's Child," "My Child" and the like. The popularity of the "Tom Moore" cigar inspired a cigar manufacturer with the mind of a caterpillar and the morals of a Dick Turpin to appreciate a slight resemblance between the

discoverer of the anesthetic effect of ether, Dr. Thomas Morton, and the Irish bard and promptly he put a "Tom Morton" cigar on the market. These instances are not sporadic or exceptional. It is the common experience.

There are two encouraging things about imitation. "The first is the tribute it pays to the genuine; for an inferior and unpopular thing is never imitated and the second is that it seldom lasts long. Of course, infringers should be vigorously prosecuted from the very beginning. The Donnybrook Fair injunction, "When you see a head, hit it!" is sound doctrine. An infringement, however seemingly trivial, if let alone is an encouragement to others, for infringement is contagious. *There are hundreds of potential infringers in every line of business, and when they see that one of their brethren with more courage than they, and who actually has infringed, is not molested, it breeds a sense of security and others follow.* Certainly picking pockets would be more generally practised if the gentry engaged in that occupation felt reasonably sure that their trade would not be interfered with by the police, and the sight of one of the fraternity doing business unmolested in plain sight of a policeman is not calculated to deter others, but the reverse. An infringement apparently acquiesced in is the most potent breeder of others, and the more imitations there are the less distinctive the original mark or label becomes.

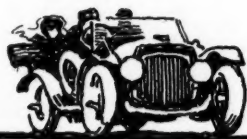
Any infringement, however trifling it may seem, ought to be proceeded against, *without any unnecessary delay.* The mere fact that the particular parasite is seemingly not worth powder and shot is no reason for not getting after him, because of the deterrent effect on others, like minded but not so courageous. The trademark proprietor who gets a reputation for relentless prosecution of all violation of his trade rights, however small the violation may be, is let alone.

The reason why the counterfeiting of money is so rare in this



The Automobile Number of 1913 will be the February SCRIBNER'S—"The Day of the Motor" Number—Fourth in our series of Special Numbers. We are enthusiastic over its strong appeal, its color, its beauty, its special articles, not technical, by high authorities, its fascinating fiction. Every reader of SCRIBNER'S who does not already own a car will order one early in February. We are assured of the best automobile announcements.

\$250 per page



country compared with some others, is that it is generally known that the secret service never lets up, and that the counterfeiter is always landed sooner or later. The same policy applied to private brands has the same effect. After a number of adjudications have been secured, other infringers either stop of their own accord, or when notified.

UNWISE TO WARN INFRINGER

And while on the question of warning infringers by letter, my experience has taught me that such warnings are in many cases unwise. Where there exists a reasonable ground for the belief that an infringer is acting in good faith is, for instance, an innocent purchaser of counterfeit goods, of course a warning and an opportunity to discontinue voluntarily before suit is brought is proper enough and should be given. The same thing may be said when a reputable business man seems to be laboring under an honest but mistaken notion of his rights. But in the case of a deliberate and designed infringement the best policy is to *proceed at once without any warning*—to shoot first and talk afterward.

It does not pay to temporize with an infringer. I have known of repeated instances where a mistaken idea of business etiquette has prompted a letter of warning to the perpetrator of an unmitigated piracy. The result always has been that the warning has shown the pirate that his conduct is known to the victim and is objected to. He then gets advice or proceeds without it, but invariably fixes up his labels and packages a little so as to remove the most flagrantly imitated features, or gets another which is just as objectionable commercially and morally, but is much more difficult to reach legally. He frequently succeeds in transforming a clear infringement into a legally debatable one, but actually more dangerous than the first because more subtle. It is better policy to strike before any such specious reformation has occurred.

Infringers seldom succeed. In the first place the fact of imitation

alone prevents the imitator ever from getting an independent good will. If his imitation is close enough to lead purchasers, without their knowing it, away from the genuine it is, of course, close enough to lead them back. Effective disguise never reveals the person under it. If it is not effective and does reveal the impersonator it is only silly. To imitate, quite apart from the immorality of it, is not good business. If the imitation article is good the imitator gets no credit. If bad, the imitator gets no blame. He is a commercial zero as well as a parasite.

Infringing goods and business based on their sale seldom succeed for another reason, an imitator is usually a person deficient in two essentials to success, he lacks brains and he lacks morals. If he were possessed of the rudiments of either he would originate something of his own and not crib the work of a successful rival. Imitation, besides being immoral, is the characteristic of a simian intellect.

Moral considerations do not generally appeal to an infringer, because he has no morals, or they are astigmatic. It is usually useless to argue with him and point out that an imitation in proportion to its success is self-destructive because this implies a certain degree of intelligence which usually is lacking. The only thing left is to sue him and that should be done promptly, vigorously and relentlessly. Then and not till then will your trade-marks be let alone.

KEEPS A NOTE PAD HANDY

H. H. FRANKLIN MFG. COMPANY
SYRACUSE, N. Y., NOV. 4, 1912.

Editor of PRINTERS' INK:

When PRINTERS' INK came to my office I did not get the full benefit of it. Either it took too much time to read it or else I did not take the time. About a year ago I had you change my address on your subscription list and send the paper to my house address. There, with note pad handy, I gave it all the time necessary, usually an evening a week.

Perhaps if you give your readers a hint along this line it may help other busy men to take more advantage of your wonderful publication. I say "wonderful." Well, anything that is above everything of its kind must be wonderful.

H. H. FRANKLIN,
President.

GOVERNMENT GIVING INFORMATION ABOUT CIRCULATION FIGURES

POST-OFFICE DEPARTMENT, HOWEVER, DOES NOT GRANT REQUEST FOR GENERAL INFORMATION—HOW ONE ADVERTISER GOT FIGURES—OVER 23,000 PUBLICATIONS HAVE FILED REPORTS

Special Washington Correspondence.

It is difficult to get the post-office officials at Washington to rule on what would constitute a "reasonable request" for circulation information, following the new postal law. About as near as they will come to it is to say that they have not the office force to compile information for inquirers who desire circulation figures on hundreds or even scores of different newspapers, and thus inferentially they indicate that any request for figures on the circulation of a *small group* of newspapers—up to a dozen or even two dozen—will probably be granted.

An advertiser of national prominence who asked information that would enable him to make a circulation survey of hundreds of newspapers had to be turned down, but he came back at the Department a few days ago with a request for the circulation figures on quite a number of specified newspapers, and he got this information without delay.

The Postmaster General reports that up to the close of last week more than 23,500 publications, or about 83 per cent, had filed (through local postmasters) the reports required.

Of the newspapers which under the new law must make public circulation figures there have been received to date reports from 1,908 or 76 per cent of the total number answerable. That the percentage of returns from newspapers falls below the ratio of returns from publications of all classes is attributed by the officials to the fact that the publishers who are called upon for circulation figures are offering more objection to the new regulations than are those who are

merely required to disclose details of ownership, and some newspapers (aside from those that have already carried their cases to the U. S. Supreme Court) have indicated an intention to oppose the enforcement of the law.

A question just now before the post-office department is that of determining when the department will resort to further measures to compel compliance with the law. The statute provides, of course, that returns shall be made semi-annually, and that the information must be on file by April 1 and October 1, respectively, of each year. However, in the inauguration of the system there have been delays due to several causes, including the necessity of referring certain phrases in the law to the U. S. Attorney-General for interpretation. Under the circumstances, the department could not hold to the October 1 date, and the question is what date should be fixed for sending out the notices by registered mail which are to constitute a "last call" for tardy publishers. The reports are yet coming in by every mail so that a few more days of grace will be granted, but it is unlikely to be the policy of the department to await the decision of the cases now in court before proceeding against those publications which have ignored the summons.

For the time being the post-office officials are unable to answer a large proportion of questions from advertisers and others because the requests are for general information, statistical summaries, etc., rather than for specific information in the case of an individual publication.

The present policy of the department is to answer any question that may be propounded for information as to the circulation of *any one* newspaper or *several* newspapers (as, for instance, all the dailies in a given city), but to decline all requests of greater scope, as, for instance, for lists of all newspapers of over 5,000 circulation or all newspapers of 10,000 or more circulation.



DECEMBER 1912

PRICE 15 CENTS

THE
RED BOOK
 MAGAZINE



SHORT
 STORIES by
 Richard Washburn Child
 Freeman Tilden
 Edwin Balmer
 Wallace Irwin
 L.J. Beeston
 Owen Oliver
 Edward Lyell Fox
 Harris Merton Lyon
 Frederick R. Bechdolt
 Minnie Barbour Adams
 Crittenden Marriott
 and five others.

of Dick

The
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191
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 adv
 pag



of Dickens, Irving, Hawthorne, Cooper Thackeray are reduction of copy-righted pictures by permission of J. Raymond Howe Co., Chicago

They all wrote Fiction-their
names and works are immortal!
How many famous books can you
recall that are **not** Fiction?

These
are
great
Fiction
writers
of
this
day

Beginning in the January,
1913, issue of THE RED
BOOK MAGAZINE every
advertising page in the rear
advertising section will face a
page of reading matter.

"We have directed our advertising agents to place a very liberal order for space in THE BREEDER'S GAZETTE for another year, commencing with one of your November issues. I assure you that the results received from THE GAZETTE are responsible for this action on our part, and I want to congratulate you on the efficiency of your service and the character of your publication."

Wm. M. Swain, President Indiana Silo Co.,
Anderson, Ind.

"We are giving The Breeder's Gazette our largest full line of advertising for the coming season, and if we put out page announcements next spring in any paper The Breeder's Gazette will doubtless receive them, as we have gotten better than average results from your paper. We are using the better class of farm journal mediums and key all of our advertisements."

Cushman Motor Works, Lincoln, Neb.

"I consider The Breeder's Gazette the best farm paper, and your staff of writers the best authorities on their subjects in America."

Dr. F. E. BRISTER, Philadelphia, Pa.

The Breeder's Gazette established in 1881.

Published every week, 40 to 72 pages.

Subscription price \$1.75 a year.

The Gazette goes by request into the homes of more than 80,000 of the best farmers in the United States.

Advertising rate 50c. an agate line. Please permit us to send you a copy of a recent issue of The Gazette. You will probably be surprised at its size and character. Address

THE BREEDER'S GAZETTE

"The Farmer's Greatest Paper"

542 South Dearborn St., Chicago, Ill.

or
George W. Herbert, Inc.,
First National Bank Bldg.,
Chicago.



or
Wallace C. Richardson, Inc.,
41 Park Row,
New York.

GINGER-UP METHODS WHEN SALES FORCE IS SMALL

SPECIAL PLANS WILL WORK AS WELL IN SMALL ORGANIZATION AS IN LARGE ONE—HOW ONE COMPARATIVELY SMALL FORCE SURPRISED ITSELF AS WELL AS ABSENT SALES MANAGER

By Tim Thrift,

Adv. Mgr., The American Multigraph Sales Company

"That's all very well, but we couldn't work special sales stunts in our business like you do in yours. Our sales force is too small."

Thus ran the context of many letters the writer received after his series of articles on the sales stunts of his company appeared in *PRINTERS' INK* last June.

"How do you know you can't? Have you ever tried it?" was his reply.

"No, but we only have ten or twelve salesmen and such efforts would appear ridiculous to them," the objectors explained.

And the writer said, "Fiddlesticks!"

Sales plans, schemes and contests are as applicable to a small sales force as a large one, with certain modifications. Human nature is the same the world over. You can work as effectively with a few men as with many—perhaps more so, because you can get even closer to them and come to understand them and their foibles better.

Let's particularize.

A certain concern had grave doubts about the advisability of utilizing the sales contest plan as a means of gingering-up their salesmen and getting more business. They did not question the value of this kind of special work with salesmen, but they contended that their own little organization was too small a factor to make such stunts a success.

They had eight salesmen—just exactly eight—count 'em!

Finally they decided that it was foolish to claim that they couldn't do something they had never tried

and were unable to get any statistics on from those who had.

They resolved to be pioneers—so far as they knew. They would try out contests and similar plans. If they worked, fine!—if not, they would charge the experiment up to profit and loss.

A quota plan was therefore arranged and the men placed under it. Each man was given a certain amount of business as a minimum. Anything over that was his quota prize excess.

The sales force was too small to make a house-organ a profitable investment, but they had to have some means of keeping the men in the field in touch with the progress of the contests and gingered-up generally. To take care of this, they adopted a bulletin-sheet, printed at the top with a heading like a house-organ, but the text matter typewritten. They gave this bulletin a volume and number and issued it weekly, sometimes oftener.

Through the bulletin the contests were announced, their progress followed and the winners noted. A feature article was prepared for each issue by the sales manager or president, and snappy little items commented upon the work of the individual salesmen.

The idea "took" at once and the men responded enthusiastically. The influence of this special work was felt in the sales-sheet almost immediately.

But the sales manager had been working hard and had not been away from the business for three years. The president insisted that he take a long vacation, forget business and come back fresh in mind and body. Much against his will the sales manager finally agreed that this would be the best thing to do, and went. He was gone for a period of six months.

When he left the men were behind their year-to-date quota. It was this fact and that he would be away for a considerable period at a time when he wanted to speed up he worried over.

He had scarcely sailed, however, before his assistant took things in hand. He issued a spe-

cial bulletin telling the men the condition of affairs and putting the remedy squarely up to them. They came back strong. At his suggestion, every man raised his quota 25 per cent for the period of the sales manager's absence, and pledged himself to make it.

Then the suggestion went out that this was a good time to show the sales manager how much they appreciated his efforts in their behalf. It was proposed that they do this through a "Surprise Party." And they went to it with a vim.

No need to tell in detail what followed during the absence of the sales manager. Records were broken right and left. More business came in than the company had ever enjoyed before. A new high mark was established, the deficit wiped out and a very nice increase over the year-to-date quota secured.

In the meantime the absent sales manager could not keep his mind from business. He had been gone only a few weeks when a cablegram came to the assistant sales manager telling him to send all sales figures. He was worried, for he was not in the habit of disobeying his superior, but to give the figures would mean revealing his plans. The president was consulted. "Stand pat; I'll answer," said he. And he wired: "Sales figures not available. Remember, you're on a vacation."

Other messages came, but were ignored. Finally they ceased and the silence was oppressive.

Then the day came when the sales manager was expected in New York. His assistant went down to meet him; went with a long face and doleful expression.

The meeting was chilly. The sales manager was mad clear through. He felt that he was entitled to know what was going on in his organization and that he had been treated shabbily.

Breakfast was eaten in silence. The gloom was thick enough to cut. Then, back in a quiet corner of the lobby, he exploded.

"Jim, what in h— does the firm mean by refusing to obey my orders?"

"John, what would you say if it wasn't the firm, but I, who refused to send you the sales figures?" said his assistant.

"I'd say that you are 'fired' from this minute," shot out the wrathful sales manager.

"Well, I held them up," was the quiet reply.

But before the other could let loose his pent-up anger, the assistant sales manager continued:

"But before you 'fire' me let me make a little explanation. Permit me to show you some papers I have here"—he drew forth a bundle of the special bulletins with letters from the men and the complete sales records—"and then take whatever action you wish."

The sales manager examined the papers carefully. As he progressed; read in the letters from his men and the bulletins the high regard in which they held him; saw the sales figures; saw the year-to-date quota gained and even exceeded, and realized what the men had been up to and what they had accomplished—the "surprise party" was complete. The relief that came over his face was a picture that his organization would have given a month's commissions to see. The quick span from utter despair to great joy was too much and the tears started to his eyes.

Coming as it did so unexpectedly, that moment was more to him than his entire vacation. He would have rejoiced, naturally, had he known that his men were doing well while he was away, but to think the worst and find the best was to add ten years to his life.

So here you have the story of one sales contest and its success in an organization involving but eight men. Similar plans and stunts have been carried out since, with the greatest success. In fact, so satisfactory has the idea been that a sales convention was held with as much enthusiasm and as complete a program as though the organization was composed of ten times eight men. And through it all there has never been anything laughable about it. The men take the work seriously,

as they should, and see no difference in an organization of eight and one of eighty. Except, perhaps, that they learn to know one another better in the small company than they would in the large.

Another case which has come to the writer's attention was that of an organization having fourteen salesmen. Similar plans were carried out, with good results. Demonstration proved that as much could be done with a few men as with many, and that sales plans, quotas and contests are as applicable to the few as to the many.

If you are one who has hooted the idea of working with a small force ponder on these instances. You don't know what you can do until you try. Salesmen are salesmen and respond to treatment which has in it so much psychology and good common sense.

ARTICLES ON ADVERTISING APPROPRIATIONS

THE UNIVERSITY OF MINNESOTA.
Minneapolis, Oct. 10, 1912.

Editor of PRINTERS' INK:

I was much interested in an article in your issue of July 18 last on "How Much Shall We Spend for Advertising?" and consider it a valuable piece of work. I am conducting a course in advertising at the University of Minnesota and am anxious to get, as soon as possible, some references to other articles on the amount that should be spent for advertising. I am particularly desirous of getting information as to the relation between total sales and the amount spent for advertising in various kinds of business.

L. D. H. WELD.

The following articles discussing at length the problem of how much to spend for advertising have appeared in issues of PRINTERS' INK indicated:

"Volume of Business and Appropriation" (Editorial) Oct. 27, 1910.

"Largest Appropriation for 1911" (Harriman Lines \$1,250,000) Feb. 16, 1911.

"Does the Fixed Appropriation Invite Advertising Failure?" by Chas. A. Jones, March 23, 1911.

"Getting the Value Out of a \$1,380,000 Apportionment," by C. W. Hurd, (Harriman Lines Advertising Convention) July 4, 1912.

"How Much Shall We Spend for Advertising?" (problem facing the new concern which depends for its solution upon the ease or difficulty of securing good-will) July 18, 1912.

"What Real Management of Advertising Appropriation Means," by "Lanster," advertising manager, well known house, August 8, 1912.

"How Much to Spend for Advertising," August 29, 1912.

"Advertising Appropriation One Thirty-second of One Per Cent" (letter from H. D. Robbins, advertising manager, N. W. Halsey & Co.), Sept. 12, 1912.

ROCHESTER AD CLUB PLANS DIVISIONAL MEETINGS

The Rochester Ad Club of the Advertising Affiliation, at a luncheon held on November 7, heard Edward S. Babcock, advertising manager of Yawman & Erbe, outline the club's plan for divisional meetings.

Since the club now has more than 300 members some sort of a step along divisional lines was imperative.

The first meeting under the new plan will be held on November 22. The subject will be "Art in Advertising," and the speakers will include Mark Adler, advertising manager of Adler Brothers, and Ralph Barstow, assistant secretary of the Rochester Chamber of Commerce.

The second meeting will be held on December 8 and the subject under discussion at that time will be "My Best Advertisement."

It is expected that during the year at least four divisions will be formed. These will be made up as follows: (1) Sales managers; (2) retail advertisers; (3) national advertisers; (4) speakers.

COMMERCIAL CLUBS TO ADVERTISE MISSOURI

The executive committee of the Federation of Missouri Commercial Clubs, Wm. Hirth, of Columbia, Mo., president, met in St. Louis last week. They are arranging for a second convention of all such bodies. At that gathering the details of a nation-wide campaign to advertise Missouri will be settled. That such a campaign will be made is already settled. It is planned to advertise the agricultural advantages of Northern Missouri throughout Indiana, Illinois and Iowa. The Ozark Mountain regions will receive publicity in more Eastern states, while industrial features of St. Louis, Kansas City, St. Joseph, Joplin, Springfield and lesser cities will be featured in all parts of America, in dailies and commercial magazines. W. F. Saunders, secretary of the St. Louis Business Men's League, is looking after the St. Louis end.

"Alofa" bread is the name being advertised in Chicago by the Kristian Baking Company. This name has very evidently been patterned after the big class of names started by "Unceda."

Cleveland A. Chandler, a Boston agency man, was a successful candidate for state representative on the Progressive ticket at the recent election.

LETTING THE CONSUMER WRITE THE ADS

A PLAN FOLLOWED WITH SUCCESS BY A MANUFACTURER IN THE TECHNICAL FIELD — INQUIRIES CLASSIFIED AND THE LARGEST GROUPS OF QUERIES ABOUT SPECIFIC FEATURES USED IN NEW COPY

By Kenneth S. Howard.

In a business where a manufacturer advertises in technical publications with the sole object of aiding dealers in selling his goods, and where no direct sales through the advertising are attempted, it is often a difficult problem for the advertising manager to determine what are the strongest advertising points of his goods.

Let us suppose the article to be sold has a number of apparently good selling features. If the advertising manager wishes to make his advertisements as efficient as possible he must devise some way of deciding which points will interest the buying public the most.

There are various ways of doing this; through the dealers' co-operation, and otherwise.

In writing some new advertisements the advertising manager for a manufacturer who sold his goods through dealers, adopted the following simple plan which may interest others who have the same kind of advertisements to prepare.

The manufacturer's address appeared in all his advertisements, and although the reader was specifically asked to go to the dealer, the manufacturer constantly received a small number of direct inquiries, principally from parties who were not located near a dealer.

The advertising manager took all of the inquiries which had been received for a period of several months, and carefully going through them tabulated the various points which the inquirers asked about.

This tabulation was used as a basis for preparing his new ad-

vertisements. Where there were only two or three scattering inquiries regarding some point it was ignored, but the features about which many persons asked were considered as important for the advertisements.

The advertising manager reasoned that the points about which several inquirers asked either had not been sufficiently touched upon or made clear in his previous advertisements, or else that they were of such importance as to justify additional emphasis being put upon them.

Accordingly he made his new advertisements simply explanations of the various features about which the greatest number of inquirers asked. When the advertisements were prepared they were the liveliest advertisements he had ever put out.

Instead of deciding according to his own personal bias which of the many features of his goods should be emphasized, he found out just what his prospective purchasers were interested in, and advertised those points.

His campaign was thus built on facts instead of guess-work.

Similar information can undoubtedly be obtained from the dealer who actually talks with the customers; but care must be taken that the dealer makes a perfectly unbiased report. If he simply trusts his memory as to the points to which customers give the most attention there is danger that he will be unable to give the unvarnished data the advertising manager is seeking.

It is human to think that the customer ought to be interested in the features which appeal most to the dealer or manufacturer. But oftentimes he is not. It is salesmanship to discover just what interests him the most and to center your selling talk on that point.

A. C. Mower, formerly of the advertising department of the Quaker Oats Company, Chicago, has been appointed manager of the Montreal plant of the E. L. Ruddy Company, Toronto, outdoor advertisers. Mr. Mower has already assumed the duties of his new position.

The Hill Definition of Service Is This—

To give 100 cents *and interest* for every dollar invested.

In order to do this it is necessary to publish, print and circulate the *leading* paper in each field.

It is necessary to make these papers friends, partners and right hand helpers to the important men of each industry represented.

To search out and find who these men are and land them on the list at full subscription price.

To reach more of them than any other papers.

To sell a make-it-pay-you service instead of only you-may-pay-us space.

The result of it is that the Hill Papers have larger circulations, among more important men, at less cost per thousand than any others in their field—

And produce better results year in and out than can be got elsewhere.

These "be brave words"—we'll prove 'em.

Address

Hill Publishing Co.

505 Pearl Street

New York City

THE five great quality circulation engineering weeklies of the Hill Publishing Co. are:



The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 18,700.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 24,000.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 33,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 9,500.

THE PUBLICATIONS OF THE

WE are now ready to make several announcements—of considerable importance to advertising men—with reference to the future conduct of the Home Pattern Company publications.

As we have suggested before, the Monthly Style Book, now called "Styles," will be extensively developed.

With the March number (issued early in February) a new editorial plan will be in effect. In addition to illustrating the latest fashions, as heretofore, we shall inaugurate a number of special departments. These will include such features as what-to-wear charts, color-combinations, answers on clothes etiquette, chatty letters on dress for girls and women, special fashion articles by nationally-known authorities, the news of the latest materials, trimmings and embroideries, covering the whole subject of dress in all the many phases which make it so fascinating to every woman.

There will be finer paper, better printing, more attractive covers. There will be a change in make-up, providing for advertising next to reading matter.

"Zone advertising" will no longer be accepted, all advertisements being given the entire national circulation of more than 2,000,000 a month.

A careful investigation, since we took control, has convinced us that because of the wide lapse of time between issues, and of other conditions peculiar to a quarterly fashion publication, there

HOME PATTERN COMPANY

is no real field nor any great future for the Quarterly Style Book as an advertising medium. Contrary to rumor, the Quarterly will be continued, but solely to exploit dress patterns. Beginning with the summer issue, now in preparation, it will contain no further advertising.

On the other hand, "Styles," as a national monthly publication, offers a splendid medium in its present form, and the improvements under way will greatly extend its usefulness to advertisers.

Heightened interest on the part of the readers, due to the marked increase in attractiveness and the new editorial features, will give a more intimate touch with the consuming public.

It will afford a peculiarly direct and intimate channel of communication between the manufacturer and the retail merchant. Our policies will convince the thousands of retail merchants who distribute "Styles" that we have a proper consideration for their interests, as well as our own, in the expansion of the pattern business and in the issue of the publication itself.

We believe that "Styles" will prove an important factor for the advertiser in perfecting the circle of influence on the trade and the consumer together, thus enhancing the value of his advertising in our other publications.

ADVERTISING DEPARTMENT
THE CURTIS PUBLISHING COMPANY
CHICAGO PHILADELPHIA
BOSTON NEW YORK



THE great family influence of **LESLIE'S** will be strengthened by the Christmas Number. It will carry Christmas cheer into over 380,000 homes. Every page will radiate the holiday warmth and glow. Man, woman and child will feel the Christmas spirit this number typifies. Last forms on this issue close November 23rd.

ALLAN C. HOFFMAN
Advertising Director
225 Fifth Avenue, New York

MAKING THE CATALOGUE PAY

GIVING PUBLICATIONS VALUE AS REFERENCE BOOKS—THE MAN WHOSE INFLUENCE COUNTS CAN BE REACHED AND HELD—"STUDENT INQUIRIES" NOT TO BE DESPISED.

IV

The Victor Talking Machine Company issues a catalogue of grand opera records which is sold through dealers for seventy-five cents a copy. H. C. Brown, advertising manager of the company, writes:

"Our first edition was thirty thousand copies, and this entire edition was sold within one week after receiving it from our printers. A second edition was immediately ordered, and we had orders in hand for this entire edition before receiving it from the printers.

"The sale of these books by our distributors and dealers is really phenomenal, and we look upon it as one of the best pieces of educational advertising we have ever issued.

"Upon inquiring of the Librarian of Congress for this book, one of our friends was referred to the music section, where he found it indexed under the books of instruction. We consider this quite an endorsement of a book, that is, to a certain extent, a catalogue of Victor records."

The book in question is called the "Victor Book of the Opera." It contains some three hundred pages, is bound in cloth and is well illustrated with half-tones. It contains synopses of the plots of all the more popular operas, with the various Victor records catalogued in their appropriate places. It furnishes in convenient form, information which a great many people want badly enough to pay for. The fact that it is also designed to sell goods does not interfere in the least with its use as a reference book. The company, presumably, sells the books to dealers for at least as much as the cost of printing. The dealer, at any rate, makes a

profit on the sale of the book and the record sales which it brings him.

The American Manufacturing Company, Brooklyn, N. Y., makers of cordage, issue a "Blue Book of Rope Transmission." Of this book the company says: "It is being used as a text-book on the subject of rope driving in practically all of the engineering colleges. We regularly send many copies for distribution to the young men. Very little of the text is of an advertising nature, but we consider it the best single business getter we have ever published."

The Burroughs Adding Machine Company issues a book on cost keeping, which has been adopted as the official text-book of the University of Wisconsin. Of course it advertises adding machines, but that portion of the book is so subordinate in favor of real information on a difficult subject that the book is worth keeping for reference by those who do not use adding machines at all—but may some day for all that.

Those three instances furnish a pretty good definition of the catalogue as a reference book. The Victor people have gone farther than either of the others, in that they persuade the customer to pay for the catalogue, but the real object in every case is to perpetuate the catalogue, so to speak, in order that it may be at hand when the customer is ready to buy, whether that time is tomorrow or next year.

The catalogue which is a genuine reference book is a rarity, for the simple reason that mankind is lazy. It is too easy to follow precedent and slap in a few pages of commonplace tables which can be "lifted" from a competitor's catalogue without thereby relieving him of any property. Yet the mere fact that the same thing is in competitors' catalogues and has been there since catalogues were invented, shows that it is of little value, because almost everybody knows it by this time. The requisites of a successful reference book are two in number: it must

present information which (1) somebody wants to get, and which (2) cannot as easily be obtained somewhere else.

If the catalogue is to be in any sense a reference book, it is better to err upon the side of too much information than too little. Things which are the most uninterestingly commonplace to the man who is *writing* the catalogue may come as fresh information to the man who is going to *read* it. Many a manufacturer thinks that any fool knows the difference between a casting and a forging, and thereby passes up a good chance to drive home the durability argument for his automobile, or his typewriter or his cooking stove. The number of fools who *don't* know the difference is, however, much greater than those who do. A good many manufacturers, too, make the mistake of assuming that the dealer knows a great deal more about their business than he does. A certain paint concern increased the value of its catalogue very materially by including several pages of very elementary information about the paint business. It was information which every painter and most large dealers in paint knew already, but there were hosts of drug stores, hardware stores and implement dealers who carried a line of paints, yet who did not receive any paint trade-papers, and whose knowledge of the business did not extend beyond the handing out of a can and a random guess at the proper sort of a brush. Without the information, the dealers were merely automatic vending machines; with it they became interested sellers of paint.

The rarity of manufacturers' catalogues, which really inform, is indicated by the following comment from W. T. Hatmaker, sales manager of the Dayton Pump and Manufacturing Company, makers of pumping machinery, Dayton, Ohio. Mr. Hatmaker says:

"The hard thing for the manufacturer of products like ours, which sell through certain trades, is to get these trades to read

enough of the catalogue to get an idea of the information it contains. Every day we have letters from dealers asking for information concerning some price or capacity or adaptability of a given equipment and a reference to the index in our catalogue will refer them to the exact information they desire."

Evidently dealers in pumps and kindred machinery are not accustomed to look at the manufacturers' catalogues as reference books.

The catalogue of the Lunkenheimer Company, manufacturers of engineering specialties, Cincinnati, has a special section of "useful data." The section begins on page 598. We have "Remarks on erecting steam piping and attaching valves," 6 pages; "Table of decimal equivalents of the fraction of an inch," 1 page; "Comparative table of the United States and Metric systems," 2 pages; "Areas and circumferences of circles," 6 pages; "Squares, cubes, square roots, cube roots and reciprocals of numbers," 18 pages; "Natural sines, cosines, tangents and cotangents," 2 pages; "Properties of saturated steam," 5 pages; Miscellaneous tables including "horsepower," "pressures," etc., 16 pages.

A good deal of that information is very elementary indeed, and could be found much more quickly and easily in an engineer's office than by looking in the back of a 650-page book. But this book is meant primarily for the dealer, and the latter hasn't many sources for reference. So he keeps the book handy and feels grateful to the company when it helps him out on a pipe threading job. The engineer uses his slide rule where the dealer turns to the supply catalogue.

It is, however, quite possible to furnish information which will cause the technical expert to keep a catalogue on file as a reference book, though of course it is not the same information nor is it presented in the same way. C. O. Powell of the North Western Expanded Metal Company, makers of metal lath and reinforcing ma-

terial for concrete construction, Chicago, states regarding the books his concern issues to reach architects:

"We find that the Designing Data Booklets have been very valuable advertising for us as they can be found in the drafting room of nearly every architect's office in the country, and we very often have inquiries from architects asking that we furnish them with new copies as their old ones have been worn out."

The importance of having advertising matter in the hands of architects continually, is emphasized by M. J. Powell:

"The use of building materials is usually left to the choice of the contractor, subject to the approval of the architect or engineer. Of course in this way it is necessary for us to influence the architect and engineer and to inform them of the good quality of our product, so they will have no objection to its use on any construction work in which they are interested."

Manufacturers of goods which are usually bought upon the recommendation or approval of a third person—such as office supplies, mechanical goods and accessories, medical and surgical appliances, tools, and the like—cannot give too much attention to the problem of keeping their goods fixed in the minds of the men who, while not actually buyers, exert the most powerful influence over sales because they speak with authority.

One of the things to be guarded against in this connection, is the danger of trying to *get* too much and *give* too little. In other words, there is sometimes a temptation to give information which is useful *only* if the goods are purchased. For example, if the manufacturer of metal lath quoted above should give designing data which would apply to his product alone, and would be of no possible use when other material was in use, very few architects would be likely to keep it any length of time.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

The value of the cost keeping book of the Burroughs Adding Machine Company, which was adopted as a text-book by the University of Wisconsin, does not lie in the fact that it describes systems which can be used with adding machine, but in the descriptions of cost keeping methods and cost keeping principles which apply whether an adding machine is used or not. It is quite true, and much is made of the fact that all the systems can be followed more quickly and easily with a machine, but the machine is not necessary to the understanding of them nor to their operation.

Many manufacturers of technical and semi-technical goods are concerned with what they call the "student problem"; the many inquiries from students in technical schools and universities who are searching for information which will help them in the preparation of theses or what not. It is easy to appreciate the disgust of an engineering department which has prepared blue prints of a water-power installation only to find that they are to be embodied in an embryo hydraulic engineer's bid for honorable mention—but sometimes it pays, even at that. The testimony of the American Manufacturing Company ought to be convincing. The "Blue Book of Rope Transmission," which they supply in quantity to students, is "the best business getter we have ever published."

A book somewhat similar to that of the Victor Talking Machine Company, referred to at the beginning of this article, was brought out several years ago under the auspices of the Aeolian Company. The company engaged a noted musical critic and author, Gustav Kobbe, to write a book entitled "The Pianolist." It was published by a well-known firm of publishers in cloth binding in the regular style of a dollar and a half book. The publishing house, through its salesmen, placed the book on sale through book stores all over the country, and it had a very good sale for a book of that kind. An

edition of several thousand copies was taken by the company and placed in the hands of its salesmen to use in closing difficult Pianola sales. The character of the book was such that it made a person literally music-hungry. When the salesman got hold of a prospect that was only "half sold," this book was frequently the means of bringing negotiations to a head. Also, where the prospect was difficult of access, presenting a one dollar and a half book to him was a courtesy that was appreciated.

Next week's instalment of "Making the Catalogue Pay," will deal with the catalogue as an order taker versus the catalogue as a salesman.

DOINGS OF THE MAKE-UP MAN

RESINOL CHEMICAL COMPANY.

BALTIMORE, MD., NOV. 11, 1912.

Editor of PRINTERS' INK:

Perhaps you might like at some time to reproduce the enclosed example of

Resinol stops itching instantly

THE moment Resinol Ointment touches any itching skin, the itching stops and healing begins. With the aid of Resinol Flak, it quickly removes all traces of eczema, rash, sores, eruptions, or other skin ailments, leaving the skin clear and healthy. It is equally effective for sores, boils, burns, chaps, red, rough, chapped hands, scalds and stings.

Sample free: Four druggists within Baltimore, Md., will send you a sample of Resinol Ointment and Resinol Flak, if you will send them a stamped, addressed envelope.



FOR POISON OAK

and other annoying conditions of the body, Tyree's Antiseptic Powder has revolutionized and settled the problem of treatment. It has limited bacterial activity and certainly in such a measure that the curing of the disease is a pleasure instead of a pain. The first application relieves the pain immediately. Its action never interferes with labor or leisure. Get a sample free and use it at any drug store (on the mail), and if you are not thoroughly pleased with the entire, return the money back to the druggist, or to us, and get your money back without question.

J. S. TYREE, Chemist, WASHINGTON, D. C.

how a make-up man sometimes co-operates with an advertiser.

Notice how the Tyree's Antiseptic Powder lady is pointing at the Resinol man, giving the Resinol advertisement the benefit of all the Tyree space. If the lady is not saying "Resinol for Poison Oak," I do not know what she is advocating.

GRAFTON B. PERKINS,
Advertising Manager.

Charles H. Woodruff, at one time connected with the Packard Motor Car Company, Detroit, is now head of the publicity department of the Buick Motor Company, Flint, Mich.

O. R. Hardwell has become advertising manager of the Grinnell Electric Company, of Detroit. He was formerly advertising manager of the Paige-Detroit Motor Company.

What Local Advertisers Have Proven, Will Aid the General Advertiser

There are over three hundred and forty-six thousand homes in Philadelphia. It is a rich field for the distribution of table products, food specialties, etc., through the 4790 grocers who cater to this vast army.

Three leading Philadelphia grocers (largest local advertisers in their lines) send a message to these homes every evening by concentrating in

The Philadelphia Bulletin

The volume of 'phone and personal orders that same day or the next morning prove that the message **strikes home.**

Other purveyors of food products use the Bulletin most largely, when they wish to talk to their patrons in their homes.

If the retailer who knows the market—who must reach the homes to do business—concentrates in "The Bulletin," then the manufacturer, or general advertiser who desires to enter Philadelphia, should also concentrate in the paper that reaches the great majority of homes.

If you "want Philadelphia" you need The Bulletin.

October Circulation

285,603 Copies
Daily Average

"The Bulletin's" circulation figures are net—all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

CITY HALL SQUARE, PHILADELPHIA.

CHICAGO OFFICE—

J. E. Verree,
Steger Building

NEW YORK OFFICE—

Dan. A. Carroll,
Tribune Building.

The McClure Publications

Announce that beginning with
the February, 1913, number

McClure's Magazine

Will be enlarged to contain more
pages of reading matter than
McClure's Magazine has ever
contained before.

Will add to its present editorial
contents two new departments
of unusual importance, one con-
ducted by a distinguished
woman, and one by a distin-
guished man, each of whom
brings a large, personal follow-
ing to the pages of McClure's.

Will present an improved mechanical
and typographical appearance

as a result of improved methods of manufacture, slower and more expensive than the present methods, but far more satisfactory.

Will reach all of its readers—including its rapidly increasing newsstand clientele—promptly and simultaneously on an earlier and more advantageous publication date.

To manufacture this larger magazine, to allow time for its mechanical improvements, and to assure a more prompt service to readers, it is necessary to advance the closing date to the 15th of the second month preceding the date of publication.

The February McClure's
Closes December 15th

THE McCLURE PUBLICATIONS, INC.
McCLURE BUILDING - - - NEW YORK

Why Manhattan's Industries and Employees are Moving to Brooklyn

You can make money by carefully watching changing conditions.

Study New York: *Manhattan factories are moving to Brooklyn as fast as they can get rid of their leases.* Terrifically high rents and poor facilities in Manhattan can't stand up against low rents and modern facilities, such as Brooklyn offers.

Many steamship companies are coming to Brooklyn Piers.

Every day in the year, counting Sunday, 750 more factory workmen come to Brooklyn to work, either from Manhattan or elsewhere.

For the last 3 years, *100 factories per year moved into Brooklyn*, bringing 25,000 more employees and \$15,000,000 more payroll per year.

The Bush Terminal alone is bringing scores and scores of Manhattan manufacturers into Brooklyn. Many cities

spend thousands in advertising and give free land to get half a dozen factories: Brooklyn's natural advantages get 100 factories a year without "boost."

This means something to your business. It means an increasingly valuable and concentrated market for your goods. Brooklyn is already famous as a home city—it has already perfected wonderfully efficient machines for getting your advertising into these houses—the leading Brooklyn newspapers.

The first thing people learn when they make their new home in Brooklyn is that the Brooklyn newspapers are the touchstones which put them instantly into close touch with the neighborhood interests of church, club, school, civic, musical and cultural life.

You can't get higher efficiency in results per dollar of advertising cost out of any other million and a half population.

Brooklyn Citizen

Brooklyn Daily Eagle

Brooklyn Standard Union

Brooklyn Freie Presse

Brooklyn Daily Times

CORNERSTONE OF CHICAGO'S ADVERTISING BUILDING LAID

ELABORATE CEREMONIALS ATTEND THE LONG EXPECTED EVENT—THE MEANING OF THE BUILDING AS EXPRESSED BY PRESIDENT COLEMAN AND OTHERS

The laying of the cornerstone, in Chicago, Saturday, November 16, of the "first advertising building in the world" was appropriately and enthusiastically celebrated by exercises at the building on West Madison street, in the afternoon and a dinner at Hotel Sherman in the evening, both under the auspices of the Chicago Advertising Association and each attended by four hundred or more members and friends, many ladies gracing the scene in the banquet hall. George W. Coleman, president of the Associated Advertising Clubs of America, was the chief figure at both gatherings and delivered an address on each occasion. A. E. Chamberlain, retiring president of the association, delivered an address at the laying of the cornerstone and presided over the evening exercises. Various other club members bore a part in the commemoration.

Shortly before three o'clock in the afternoon the members gathered at the present headquarters, 104 West Monroe street, and marched in procession behind a squad of mounted police and a band to the new building at 119 West Madison street. The steel framework of the building has been completed and part of the terra cotta facing is in place. Here remarks were made by Mr. Chamberlain, Mr. Coleman and J. R. Woltz, of the Taylor-Critchfield agency, chairman of the building committee, and generally accorded the honor of having first proposed the idea.

The banquet was a very elaborate affair. Mr. Chamberlain, the retiring president, acted as toastmaster, and the features were an address by Mr. Coleman, the reading by a relay of members of parts of a page editorial on

advertising by Arthur Brisbane in the Chicago *Examiner*, the exhibition of the Essanay moving pictures taken at the cornerstone exercises in the afternoon, singing by local talent, the induction into office of the new president, James Dunlap; a message from the Coast, delivered by J. Charles Green, of San Francisco, and the presentation to the association of the seal used by the Advertisers' Mutual Benefit Association of Chicago, by Mr. Deutsch, of the club, who had found it among his brother's effects. The club, he said, was the predecessor of the present association and was probably the oldest advertising club in the country and the world.

All of the speakers united in paying high tribute to the faith and courage of the pioneers in the club who had stood together in the early days of lukewarmness, and had brought the club movement through to mighty things.

Governor Deneen, Col. James Hamilton Lewis and Mr. Brisbane were expected to be present but found it impossible to do so.

Mr. Chamberlain said that the building would do more to advertise Chicago than any other building in the city. Plans will be made so that every visitor coming to the city will know about it and carry away an impression of the structure.

Mr. Woltz told of the meeting of thirteen advertising men in Chicago eight years ago when the present national association of ad clubs was started. He predicted that as the first president of the national organization came from Chicago, so the same city would set the pace in advertising buildings for other cities.

Mr. Coleman on account of the noise in the street spoke but briefly. He said the building marked the dawn of a new day for the merchants and manufacturer, the advertising man and the public in general. He read the message of the 10,000 advertising men of America which he

had written to be part of the contents of the box in the cornerstone. In this he characterized the building as a monument of the ad men who have gone before, and have helped make advertising what it is, and a pledge to hold the advances gained. He said the building is the prophecy of a new day now dawning when waste and extravagance shall be reduced and scientific efficiency in advertising advanced to the maximum. "Ad men some day," he said "will be recognized as ministers of the public good."

Seth Brown, editor *Standard Advertising*, read the list of articles in the cornerstone, which included a copy of *PRINTERS' INK* and other advertising publications and books.

MAIL ORDER INFORMATION

PITTSBURGH, PA., Nov. 3, 1912.

Editor of *PRINTERS' INK*:

I enclose \$2.00 renewal. I believe my subscription expires soon.

Will you please give me the dates during the past few years of articles on the Sears, Roebuck & Co., or Montgomery, Ward & Co. mail-order method of doing business and any other important ones you have published.

JOHN A. RHEA.

The following list gives names and dates of some of the articles *PRINTERS' INK* has published bearing upon mail-order methods. The list might be very much extended, but a careful study of the articles enumerated will probably keep our correspondent busy for some time. The frequent receipt of such inquiries illustrates the importance to our subscribers of keeping their files of *PRINTERS' INK* complete. We are always able to give references to back numbers, but we are seldom able to supply the numbers themselves, as the edition printed from week to week very slightly exceeds our actual subscription list.—[Editor *PRINTERS' INK*.

"The Mail Order Business and the Absolute Guarantee" (Sears, Roebuck Experience), by P. V. Bunn, April 13, 1910, page 17.

"Economy in Mailing Advertising Matter" (Sears, Roebuck Method), by W. H. Upson, Jr., April 20, 1910, page 78.

"Form Letters and the Hookworm Disease" (Sears, Roebuck Letter), by F. H. Holman, April 20, 1910, page 35.

"Big Stores and General Publicity Through Mail Order Ads" (Mail Order Depts. Unprofitable), April 27, 1910, page 54.

"Mail Order Successes and Business Outlook" (Sears, Roebuck and Montgomery, Ward's Total Sales), editorial, July 21, 1910, page 62.

"Catalogues and Department Store Mail Orders," by E. J. W. Profit, July 28, 1910, page 29.

"General and Mail Order Watch Men Lock Horns for Farm Trade," by M. B. Elwood, October 27, 1910, page 35.

"How Wall Street is Getting into Mail Order Business," by T. Rand McNally, November 10, 1910, page 44.

"The Possibilities of Department Store Mail Orders," by Dept., Store Mail Order Mgr., February 2, 1911, page 70.

"The Principles of Mail Order Success," by A. W. Holmes, February 23, 1911, page 29.

"Selling Goods Through the Mail," by C. E. Bellatty, February 23, 1911, page 38.

"Selling Wagons by Mail in Self-Preservation" (Kentucky Wagon Mfg. Company), by G. D. Crain, Jr., February 23, 1911, page 60.

"Mail Order Schemes That Grew Into Dealer Propositions," by C. C. Battelle, April 6, 1911, page 30.

"Essentials in Mail Order Follow-up," by W. C. Hastings, August 31, 1911, page 76.

"Large vs. Small Space in Mail Order Advertising," by W. L. Taylor, January 4, 1912, page 81.

"Personality Chief Factor in Mail Order Work," by A. R. Wellington, February 8, 1912, page 84.

"Building Up a Healthy Mail Order Business," by R. B. Simpson, February 29, 1912, page 76.

"Policies Making for Mail Order Success," by R. B. Simpson, June 13, 1912, page 62.

"Mail Order Success Depends on Service," by R. B. Simpson, July 25, 1912, page 69.

"How the Mail Order Guarantee Works," by R. B. Simpson, August 1, 1912, page 40.

"Finding and Developing the Right Mail Order Market," by E. F. Gardner, August 29, 1912, page 65.

PRINTERS' INK STATUTE ENDORSED

At the thirteenth annual convention of the National Federation of Retail Implement and Vehicle Dealers' Associations held in Chicago recently, the statute which *PRINTERS' INK* recommends for enactment in the various States for the elimination of dishonest advertising, was endorsed. There are fifteen associations affiliated in the federation and each of the legislatures in the territory covered by the organization will be asked to enact a bill to prevent fraudulent advertising.

PRICE - MAINTENANCE BY MEANS OF PATENTED CONTAINERS

A DESIGN PATENT JUST AS EFFECTIVE
AS A MECHANICAL PATENT IN
PROTECTING THE RESALE PRICE OF
A PACKAGE—COURTS DO NOT CON-
SIDER THE IMPORTANCE OF THE
PATENT TO THE SALE OF THE
GOODS

By Hugo Mock,

Of Maston, Fenwick & Lawrence,
Patent Attorneys, Washington, D. C.

PRINTERS' INK for October 24th contains the following interesting announcement: "A patented package is proving to be a solution to the price-cutting puzzle as far as the Kellogg Toasted Corn Flakes Company is concerned. In Michigan a court has granted an injunction against James H. Baxter, a retail grocer of Davison, who announced his intention of cutting the price on Kellogg's Corn Flakes to four packages for a quarter, etc."

The importance of this modest news item has probably not been appreciated in all quarters, and it is well that a case such as this comes up at this time, as it permits a sharp definition between the interests for and against the Oldfield bill, and permits us to see the exact attitude of those manufacturers who wish to continue the right to fix the retail selling price of patented articles.

The case will eliminate considerable confusion of ideas and will enable us to see to what logical conclusion our present doctrine of contributory infringement leads.

The Kellogg Company has found the magic formula for stopping all price cutting whether of patented or unpatented articles and it is strange that it was not discovered earlier.

This is the only natural outcome of those early decisions which permit the treatment of any merchant as an infringer who sold a patented article for less than the amount stated on the package, a principle which was most clearly developed in the early phonograph cases. If the Kellogg Company had the *design* of the carton in

which Kellogg's Toasted Corn Flakes are sold patented, they would have the same right to proceed against the price cutter as an infringer as they have at present as the infringement would be absolutely the same act. The law makes no distinction between mechanical and design patents in protecting against contributory infringement and Mr. Noyes, of the Oneida Community, who appeared before the Oldfield committee, testified that his company owned nothing but design patents and expected the same relief against price cutters as the concerns protected by mechanical patents. That other wide-awake manufacturers of breakfast foods are already alive to the advantages of this situation is evidenced from the fact that cartons are now being protected by design patents which protect the pictorial features of the same, which, under ordinary circumstances, would have been merely copyrighted as prints.

A court will in no case inquire into how far a patent is important to the entire article sold. It is conceded by both the opponents and the supporters of the fixed selling price that under the present construction of our patent statutes the owner of a patented article has an absolute right to fix the retail selling price of the article regardless of whether the patent be the most important feature or the least important feature of the article. For instance, it is undeniable that the same reasoning will apply to the Gillette razor, where the patented feature is the very essence of the razor, as to the Howard watch, where the patented features are comparatively unimportant, or the Kops corset, where the patented feature may reside merely in a clasp or some other unimportant feature of construction. No person, whether in favor of our present system or not, denies that the owners of the Gillette razor have the absolute right to fix its retail selling price, or that Kops Bros. may fix the resale price of any of their corsets on which any of their patents, important or unimportant, are used.

It is not for the outsider to say whether he buys the article on account of the patent or not, and it would be an impossible task for the courts to decide whether a patented feature was an important or unimportant part of an article of retail merchandise.

A court has already decided that a maker of a breakfast food is entitled to protect the price against price cutters and is entitled to treat them as infringers where the box in which such breakfast food is sold is patented. There are three patents on the box in which Uneeda biscuit is packed, and henceforth we may see judges putting grocers in jail who sell Uneeda biscuit for less than five cents. Manufacturers of all package goods may take courage; whether the goods are tooth powders, automobile oils, toilet preparations, hair tonics or tooth-brushes, it will be necessary only to market them in a patented carton, can or other container to invoke the patent law against the price-cutting infringer. To stop price cutting on shoes all that is needed is to pack them in patented cartons; in fact, there is no article of merchandise which cannot be subjected to this magic formula to stop price cutting. If the article cannot be packed in a patented container all that it is necessary to do is to affix a patented seal, and the sale at a reduced price of goods with a patented seal affixed will make the retail merchant an infringer of the patent.

It is too late to lament that this is an extreme view of the law. It is not extreme. It is what the first construction of the doctrine of contributory infringement was bound to lead to. If the opponents of the Oldfield bill are successful, it may shortly become a recognized trade practice.

MILWAUKEE'S CLUB GIVES DINNER TO COLEMAN

George W. Coleman, president of the Associated Advertising Clubs of America, was the guest of honor at a reception and dinner given on the evening of November 13 at the Hotel Pfister, Milwaukee, by the Advertisers' Club of

that city, and at the conclusion of the dinner was unanimously elected an honorary member of the club.

Raymond T. Carver, president of the Advertisers' Club, presided, and when the coffee and cigars had been served called on Charles L. Benjamin to act as toastmaster. Mr. Benjamin introduced William George Bruce, secretary of the Merchants' and Manufacturers' Association, who welcomed Mr. Coleman to Milwaukee on behalf of the industrial and commercial interests of the city. Mr. Bruce also spoke briefly but enthusiastically of the work accomplished in the past three years by the Advertisers' Club. Henry Brockbank, a past-president of the club, followed Mr. Bruce. He related more in detail the aims of the Advertisers' Club of Milwaukee and illustrated the advantages of co-operation among advertising men by citing specific instances of effective team work, mentioning among other things the present widespread educational movement among advertising clubs which had its inception in a resolution introduced by the Milwaukee delegates to the Omaha Convention.

The toastmaster in a ten minute talk pictured the advertising world of twenty years ago and contrasted it with present-day conditions. The higher standards now prevailing were due, he thought, largely to the fact that advertising men, themselves, have come to look upon the practice of advertising as a dignified and worthy profession, affording ample scope for the exercise of one's talents and sufficiently well paid to keep able men in the ranks instead of using advertising as a stepping-stone to some other position.

In his address Mr. Coleman made use of the rules governing the competition for the PRINTERS' INK cup to illustrate the standards set by advertising men for their own guidance, and referred to the good work done by the vigilance committees in driving the fraud and the fakir out of the business. He said that a significant indication of the change in public feeling towards advertising was the fact that religious bodies are now using paid announcements in newspapers and magazines, citing the case of a missionary society that has recently appropriated \$50,000 for an advertising campaign for contributions, and of the co-operative advertising being done by a number of Boston churches which take full-page space in Saturday issues of newspapers, devoting the top half of the page to setting forth reasons in favor of church-going and the lower half to individual announcements of services at the various churches contributing to the advertising fund.

In concluding his address Mr. Coleman showed how the revolution that has affected the advertising world is but a part of that greater revolution which is remaking the industrial and spiritual world.

R. G. Angus, who has been connected with the copy department of N. W. Ayer & Son for the past three years, has resigned to take charge of the Advertisers' Service Department of the Washington Post.

The Ladies' World and Housekeeper

Advertising Rates

The present circulation of **The Ladies' World** is over 800,000 copies—the present advertising rate \$3.50 per line.

The present circulation of **The Housekeeper** is over 350,000 copies—the present advertising rate is \$2.00 per line.

The advertising rate of **The Ladies' World and Housekeeper**—based on a rebate-backed guarantee of one million circulation net paid—will be \$5.00 per line in effect with the September, 1913, number.

All existing contracts for advertising in **The Ladies' World** will be executed; and in fairness to all buyers of space, contracts will be accepted at \$3.50 per line up to and including the August, 1913, issue.

A guaranteed circulation of one million at \$3.50 a line is a rare condition. It will last for a short time only.

The McClure Publications, Inc.
McClure Building, New York

New York American

Circulation Examined

BY ASSOCIATION OF AMERICAN ADVERTISERS

FROM EXAMINER'S REPORT OF
ASSOCIATION OF AMERICAN ADVERTISERS

For the six months from April 1 to September 30, 1912

* SUNDAY EDITION Net Average 705,885

"PAID	AVERAGE	UNPAID	AVERAGE
City Carriers,		Office Employees . .	1,207
Newsdealers,		Advertisers and Agents	841
Street Sales, .	366,880	Total City Unpaid . .	2,048
Total City Paid . . .	366,880	Advertisers and Agents	1,225
Outside Agents . .	333,464	Exchanges . . .	190
Mail Subscribers	2,078	Total Outside Unpaid . .	1,415
Total Outside Paid . .	335,542	Total Unpaid . . .	3,463
Total Paid	702,422		
Total Average Circulation, paid and unpaid . .		705,885"	

* WEEK-DAY EDITION Net Average, 255,751

"PAID	AVERAGE	UNPAID	AVERAGE
City Carriers and		Office Employees . .	753
Newsdealers .	198,453	Advertisers and Agents	195
Street Sales . .	8,103	Total City Unpaid . . .	948
Counter Sales . .	1,542	Advertisers and Agents	993
Total City Paid . . .	208,098	Exchanges	259
Outside Agents . .	38,982	Railway, Baggage and	
Mail Subscribers	3,118	Express, Post Office, etc.	258
Suburban Routes	3,095	Total Outside Unpaid . .	1,510
Total Outside Paid . .	45,195	Total Unpaid	2,458
Total Paid	253,293		
Total Average Circulation, paid and unpaid . .		255,751"	

*Examination includes those months when New York morning circulation is at its lowest point

Sworn Statement

of Net Circulation

New York American

Month of October, 1912

Tuesday, 1	263,847	Thursday, 17	288,817
Wednesday, 2	262,137	Friday, 18	282,963
Thursday, 3	261,018	Saturday, 19	276,773
Friday, 4	258,917	Sunday, 20	731,547
Saturday, 5	256,101	Monday, 21	277,468
Sunday, 6	718,560	Tuesday, 22	274,557
Monday, 7	262,179	Wednesday, 23	271,544
Tuesday, 8	260,869	Thursday, 24	270,314
Wednesday, 9	282,229	Friday, 25	294,848
Thursday, 10	283,801	Saturday, 26	268,860
Friday, 11	282,240	Sunday, 27	722,885
Saturday, 12	267,003	Monday, 28	270,671
Sunday, 13	727,364	Tuesday, 29	268,940
Monday, 14	274,237	Wednesday, 30	269,426
Tuesday, 15	296,245	Thursday, 31	270,100
Wednesday, 16	290,328		

Sunday average, net . . 725,089

Week day average, net . 273,571

The above is a true statement of the actual circulation of the NEW YORK AMERICAN for the month of October, 1912; exclusive of left-over, unsold, returned, sample, exchange, and advertisers' copies.

(Signed) B. YOKEL, Circulation Manager.

Subscribed and sworn to before me by the said B. Yokel, whom I personally know, this 11th day of November, 1912.

(Signed) L. M. POWERS, Notary Public, No. 68,

(Seal)

New York County.

WHEN WOMEN'S INFLUENCE CLOSES THE SALE

A CONDITION THAT IS MAKING ITSELF FELT DURING THE 1912-13 AUTOMOBILE YEAR—COPY THAT ACTS THROUGH THE HUSBAND UPON THE WIFE—INGENIOUS SPECIAL EFFORTS TO PLEASE FEMININE FANCY

By W. W. Garrison,

Of the Hudson Motor Car Company, Detroit.

A salesman for the A. Elliott Ranney Company, New York distributors of Hudson cars, the other day turned a likely prospective purchaser over to the man of that organization who closes hard sales.

The "closer" instantly sought for the "sticking point" that kept the prospect from signing the order.

He found it in these words by the prospect: "Now my wife is going to drive this car a good deal. What if she gets caught out on some country road where a minor adjustment—or something of that sort—ties her up? You cannot expect her to know these things as a man would."

"True," the salesman replied. "We have anticipated that possibility. We have an 'Emergency Squadron' of service men on motor-cycles who travel the roads to take care of such matters. Or a 'phone call to this office will bring one in a hurry."

The prospect called up his wife on the telephone, informed her of the fact, she ratified the husband's belief that this was the car to buy, and the latter immediately placed his order for a car.

Automobile dealers, in seven out of every eight sales, are compelled to close the order with the woman of the family.

The man usually narrows down the choice of cars to three or four makes, and his wife steps in and decides which of those cars she would be proudest of.

In the sale told of above the salesman actually closed the sale with the woman of the family—via the husband.

That is why the 1913 season of

selling is to be known as an "equipment year." Manufacturers, realizing the feminine factor in selling automobiles, have gone the limit in imbuing their cars with deep, luxurious upholstery, extraordinary beauty of lines and conveniences.

The woman was largely responsible for the 1912 season being a "self-starter" year, for it is dangerous for a woman to crank a car.

Consequently the present time in automobile selling is seeing salesmen endeavoring to close the order with the woman of the house—via the husband—and a portion of national automobile advertising is aimed squarely at feminine motoring desires.

Yet this is not a strange condition. For, next to the purchase of a home, the selection of an automobile is the largest purchase of the average man's life.

In selling real estate it is well known that more of the salesmanship must be aimed at the woman than at the man, especially where the sale involves houses and lots.

A number of automobile manufacturers this year devote their entire national advertising copy to the beauty, comfort and roominess of their cars, so important do they regard the woman's influence in a sale.

A large automobile manufacturer last year decided to go after popular-price business. He had been making high-priced cars for years and had achieved a reputation in that end.

But the popular-price market is entirely different from the high-priced field.

In selling a car at high prices, achieving beauty, comfort, roominess and conveniences is no feat, for the selling price is high enough to allow the best of everything; but it is a real bit of business enterprise to create a car in the popular-price class that will be a quick seller.

So this manufacturer made a deep study of the market.

He got down close to the places where the orders come from and investigated. He listened to salesmen selling popular-priced cars.

He noted the things upon which they laid most stress in talking to prospects.

With a volume of information gathered he told his engineers what sort of a car was necessary.

It must have a very large body. It must be beautiful, above all things.

Its tonneau must be roomy and the seats deep.

In fact his biggest discovery was that this car, to be successful, must appeal most strongly to the woman of the family.

At one of the big automobile shows the car was placed on exhibition. The average concern at that show counted itself fortunate if it took twenty-five retail orders for cars of the popular-price class.

The manufacturers of the new car took almost 200 retail orders at that show—probably a record-breaker at an automobile exhibition.

LOW COST OF CAMPAIGN AIMED AT WOMEN

With success thus apparent, the national advertising policy was laid down. The top of the copy was to be graced with an unusually large photograph of this car. The photo was to be made as beautiful as photographic art could make it. Then the surface facts about the car were to be delivered, and finally a meagre outline of its specifications.

In short, the appeal was to be made direct to women, with enough mechanical information to satisfy those male prospects who consider themselves authorities on technical subjects.

The end of the short season showed that this manufacturer had sold 3,000 cars—it had taken scarcely six months. The national advertising appropriation was scarcely twenty-five dollars a car. In view of the fact that many concerns spend as high as fifty dollars and seventy-five dollars a car for advertising, this was considered a remarkable business success by the industry.

This success was due largely to the fact that the appeal was made to women in the realization that

she is the most important factor to-day in the sale of an automobile. The proceeds of the venture proved the correctness of the selling plan that was carried clear through from the building of the car to the advertising and the personal salesmanship.

Women's publications have begun to carry gasoline car copy, in addition to the electric car advertising—another indication of the increasing importance of the woman in the selection of an automobile.

BUT ONE MAY GO TOO FAR ALONG THIS LINE

As an instance: it is a question whether a style-book on "Women's Motoring Apparel" will sufficiently rivet interest to the car of the manufacturer who spent considerable cash getting up the small volume, to sell that automobile.

Yet, inasmuch as the style-book—when mailed to the woman of the family—is accompanied by a catalogue of the models of cars this manufacturer makes, the plan may serve to create a warm mental mood on the part of the woman to this car. Then, if the catalogue at a glance can grip the woman's interest, or that of the husband, the possibility of arousing sufficient interest to get the prospect to the dealer's store exists.

But it is a long shot.

The manufacturers are so sincere in their belief that it will do the business that copy is appearing in standard magazines, weeklies and women's publications—as well as daily newspapers—telling the women motorists to get the style-book free, before equipping themselves with winter motoring clothes.

Another question that is likely to arise in some advertising minds is whether the style-book will get inquiries of the right kind, for it is a notable fact that the "silk stocking class" which buys cars selling at over \$2,500, while it may occasionally read or be impressed by advertising, disdains "answering ads," except in rare cases.

This selling-plan-to-women was conceived at a conference of the sales organization of the National Motor Vehicle Company, Indianapolis, Ind.

At this conference it was agreed that the American woman has a large influence in the purchasing of motor cars to-day. The problem, then, was to get the attention of the American woman.

There were many ways of doing this, they found, and the "style-book" was just one of them. By having her attention attracted and her inherent desire to see these styles aroused, the woman writes for the style-book—the conference agreed. It comes to her home along with the automobile catalogue.

"A man blindfolded could see the rest of the process of selling," says a National official. "The company has the name of a home that is a potential buyer of motor cars; the dealer in that territory immediately gets the tip; the woman becomes more eager to own a car due to the desire created by the style-book, and the man of the house begins to study the catalogue of the car that has come into his home.

"It is then up to the regular follow-up systems of salesmanship either to close the sale or pass it up, according to the requirements of each case. The style-book is not a thing by itself, distinct and separated from the selling campaign, but it is just one step to prime inquiries and to impress favorably the American woman, at the same time attracting attention to the merits of the National car. Suffice it to say that this company is more than repaid for its nerve in departing from the old-fashioned way in automobile advertising."

Time will tell, of course. Dealers develop sales from names secured in answer to inquiries for the style-book, which contains—in addition to an interesting article by Wilbur D. Nesbit—photographs of new models in motoring apparel for winter, autumn, spring and summer of the 1912-1913 seasons. The book is cre-

ated by authorities in motoring styles.

It is the experience of automobile salesmen that an indirect, subtle appeal to feminine motoring desires is effective. On the other hand, the average woman who may decide the selection of this car or that, repulses the notion of being "persuaded." Hence an appeal delivered with apparent directness—from the salesman's viewpoint—is not generally successful.

And usually the truths that hold good in personal selling are equally applicable to advertising.

A RETAILER'S FRANK ADMISSION

HARNED & VON MAUR

Department Store.

DAVENPORT, IA., Oct. 30, 1912.

Editor of PRINTERS' INK:

Here is a new one to add to the list of "inconsistencies."

A young man who had been selling an advertised men's wear article on the road was applying for a position in a retail store. In response to the usual inquiry as to his experience as a salesman, he mentioned his connection with the advertised article, whereupon the retailer said: "Oh! that's no indication of your ability as a salesman, that is an advertised article; anybody can sell that." Yet that same retailer is a doubter of advertising, and is one of the smallest users of space in this town. Doesn't it seem rather inconsistent to state that advertised articles are easy to sell, and then not advertise your own products?

CHAS. C. CRESSNA.

TOBACCO PRODUCTS TO SPEND \$1,000 A DAY

During the next two months the new \$50,000,000 Tobacco Products Corporation, in which Daniel G. Reid, Henry M. Frick and George J. Whelan, president of the United Cigar Stores Company, are interested, will spend \$1,000 a day on space in the New York City newspapers to advertise Milo, Arab and other cigarette brands.

At the end of that time billboards, painted display, electric display and possibly other forms of publicity will be added. Later the campaign will be extended through the country. It is the beginning of a very big tobacco fight.

The account is being handled by the Leven Advertising Agency, of Chicago.

THE END OF HAMPTON-COLUMBIAN MAGAZINE

RE-COLUMBIAN STERLING PUBLISHING CO.

We are closing our records in the above bankruptcy matter, there being no funds in the hands of trustee subject to the demands of unsecured creditors.

Even preferred claims could not be paid in full.

THE TYPO MERCANTILE AGENCY.

AN OPEN LETTER to ADVERTISERS and ADVERTISING AGENTS from *To day's* Magazine for the Home

In appraising the value of a publication discriminating buyers of advertising space are coming to interest themselves concerning the following points:

- 1st—Reason To Be (Subscriber Interest)**
- 2nd—Circulation**
- 3rd—Methods of Getting Circulation**
- 4th—Subscription Prices**
- 5th—Circulation Renewals**
- 6th—Financial Responsibility**
- 7th—Quality of Advertising**

Reason To Be—Subscriber Interest

Reason to be and subscriber interest are so closely allied as to be practically one and the same subject.

The first aim of the publishers of **TO DAY'S** is to build our magazine to conform to the needs and wishes of our subscribers.

Here are a few departments through which we grip their interest—clothes—table—interior decorations and comforts—beauty page—good reading.

Clothes—You doubtless realize that practically every woman shows preference for and is a regular buyer of some one make of pattern. Our subscribers are sold on the May Manton patterns which we illustrate. They consider these patterns a necessity. In running from 8 to 12 pages of fashions each month, we give the women illustrations and ideas most helpful in the planning and making of their clothes. This is a very distinct claim upon the thought and attention of our women readers.

Incidentally, over 3,300 dealers throughout the country are selling millions of these patterns every year and boosting the magazine which illustrates them.

Table—Each issue contains seasonable recipes, monthly menus and other helpful matter which serves to save the housewife time and thought in running her dining-room.

Articles regarding labor saving devices for the kitchen appear at frequent intervals and are welcome because they minimize kitchen drudgery.

Interior Decorations and Comforts—Helpful hints on floor and wall coverings, window hangings, etc., are always to be found in our reading columns.

Beauty Page—Most women are not averse to making themselves more attractive in face and figure. Our editorial departments were called upon so often for advice in these matters, that it was deemed best to meet this demand by running a Beauty Page each issue.

Good Reading—Then for the relaxation time, the woman again picks up our magazine to enjoy some good wholesome fiction, something through which she can forget the routine of running a household; and she has come to know that in this regard her wishes are catered to as conscientiously as in the more serious departments of her home.

We are able to prove to you that our readers take active and personal interest in what goes into their homes.

They are the **purchasing agents** the advertiser is anxious to reach.

Circulation

TO DAY'S guarantees 800,000 circulation. 867,000 copies were printed for the November issue and the issue exhausted. Our books are always open for your inspection. If inspection does not prove what we claim, the advertiser pays nothing for his space.

The more you ask about our circulation, the better we like it, and we will like it still better, if you will demand just as much **authentic** information from other publications as you do from us. We are only too ready to stand the comparison.

Methods of Getting Circulation

Subscriptions for **TO DAY'S** are secured in six ways—

1. Our own subscription agents. Teams working from house to house throughout the country.
2. Over 3,300 May Manton Pattern store agencies sell subscriptions to customers.
3. Neighborhood Clubs—where four or more subscriptions are taken at the special neighborhood price of 35 cents per year.
4. Direct by mail unsolicited subscriptions.
5. Magazine Clubs.
6. News-stands' and boys' single copy sales.

From the way newsdealers and local boy agents are taking hold of **TO DAY'S**, since the publication of the first copy of our new size, we will thru this source, sell by February, 1913, at least 35,000 per month. By January, 1914, this **WILL BE** increased to at the least 100,000 per month. We deal direct with the newsdealers and boy agents. The magazine distributing trust **does not** control the distribution of **TO DAY'S**.

Subscription Prices

It is not so much what your published subscription price is, but what the subscriber pays that counts. Except for our neighborhood clubs (on which we net 35 cents) the lowest **TO DAY'S** subscribers pay for a year's subscription is 49 cents. Our published rate is 50 cents.

Few magazines can equal this record. Please compare our magazine in quality and quantity with others in our field.

Circulation Renewals

TO DAY'S renewals total over 55 per cent as follows—

22% renew when pink slip is put in issue, 3 issues before expiration.

23% renew at expiration.

13% to 15% renew when they find we will not continue to send the magazine after expiration of subscription.

This in itself is good evidence of the subscriber interest mentioned above.

Financial Responsibility

\$1,000,000 Capitalization.

The publishers of **TO DAY'S** do not owe a dollar.

Every bill is discounted.

This often interests the advertiser because it means a stable proposition in which (after proving out the worth of the medium) he can realize the full cumulative effect from his advertising.

Quality of Advertising

TO DAY'S will not insert any advertising which flavors of exaggeration or misrepresentation.

This enables us to stand behind any advertising which appears in its columns and at the same time protect subscribers in getting value received when they buy advertised products.

With over 800,000 live circulation, its keen subscriber interest, moderate subscription price and clean and honest advertising columns, it is small wonder that **TO DAY'S** has its distinct sphere of usefulness and that it is a consistent payer-out on the advertising entrusted to its columns.

We have more to tell you—how enthusiastic our subscribers are regarding the new form and dress of the magazine—"but that's another story" and one we will try to tell you personally.

To day's
Magazine for the Home

Will C. Izor, Advertising Manager

1 Madison Avenue, New York City

HOWSE & LITTLE CO.
People's Gas Building, Chicago, Ill.

CHARLES DORR
6 Beacon Street, Boston, Mass

An inspiration. Leave an average one - hundred - proof advertising man unprotected for a full hour and if he does not emerge with the above novel, not to say original, artistic scheme, my reckoning is unreliable. He might have one other choice. He might, because of haste or short-sightedness, feel he would be serving his client better by picturing Mr. Housewife at breakfast drinking coffee, but the fantastic lure of the "pretty girl element" is strong in the advertising breast, and father, therefore, does not flower with the tropical abandon of his flaxen-haired better half.

"A straw vote, conducted by myself some years ago, brought out the impressive fact that Father Time and the Sphinx have never been dethroned for a single second during a long, faithful and uncomplaining period of constant usage. You may fail miserably when it comes to getting twenty-seven gilt-edge pictorial gems past Edgar R. Theopolis Gudge, of the Gudge Harrow and Plow Company, and hold many an age-ridden trade publication on its tiptoes for those page insertions on 'The Quality That Has Endured for Fifty Years,' but Theopolis will fall on your neck and weep softly down on your fifty-page, vellum-covered prospectus, if you submit a single sketch showing one of his plows astride the good old, dear old Sphinx.

"It isn't what an advertiser wants that we should give him. There are brittle-brained clients who would advertise 'The Life and Times of Gladstone' in the *Associated Barbers' Monthly Suds*. It is to be expected that Mr. Gudge, buried for fifty-odd years amidst market quotations on steel and the yearly budget, in some fussy little old oriole-nest of a factory office, should snatch at the Sphinx as the reigning novelty of the season. It never occurs to him that someone may have thought of it before. I'm fond of the Sphinx and the Pyramids and Father Time. I revere them. Nevertheless, I have some respect for the dead. If one of my copy writers brought



A Statistical Verdict

that meets the approval of every advertising judge, sitting as a Supreme Court on his appropriation.

The Memphis Commercial Appeal

"The South's Greatest Newspaper"

carried the following totals from January 1st to September 1, 1912:

Local advertising,	3,360,518 lines
Foreign " "	957,614 " "
Classified " "	1,430,408 " "

Compared with its nearest local contemporary this represents about 100%, 100% and 150% excess respectively.

Surely such a record must have weight with the careful advertiser.

The explanation is easy—advertising in the **COMMERCIAL APPEAL** pulls because of the push of the publication.

The COMMERCIAL APPEAL has a better news service than the largest metropolitan paper.

To wit, the Associated Press, The Hearst, and the best of the Herald Service. "Nothing is too good for our readers" is its avowed policy. Besides the *Memphis Commercial Appeal* has over 600 news correspondents.

Daily circulation 57,096, Sunday 87,438 (averaged for 6 months, ending September 30, 1912).

Do you wonder, Memphis, though a large city community is a "one-paper city," and that the **COMMERCIAL APPEAL** is the one?

THE COMMERCIAL APPEAL
THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.
At your service, any time, anywhere.



TEXACO MOTOR OIL

The Road to Motor Pleasure

WITH a good car under you, good fellows beside you, and a hard, clean stretch ahead, you're on the road to motor pleasure if your engine is fed with Texaco.

There is no real pleasure unless your motor drives, and drives, with only a sweet, soft purr. There must be no noises, no hitches, no stops.

So use Texaco Motor Oil. It gives life and strength to your motor. It is free from carbon impurities. Will not carbonize. Yet has the body to give perfect lubrication. Shows a zero cold test.

Sold in one and five gallon cans at garages and supply shops. Look for the can with the inter-valve—your protection and ours.

A book "About Motor Lubrication" can be sent to owners of motor cars, motor boats and airplanes. Write Dept. C, 15 Battery Place, New York City.

THE TEXAS COMPANY
NEW YORK

Representatives in all principal cities

NOTHING CONVENTIONAL ABOUT THIS
TREATMENT

in an ad containing either of the three I would have absolutely no compunction in shooting him dead on the spot.

"I claim that there are new and pleasing ways of advertising coffee. The comparison holds good with yeast or toothbrushes or peau-de-cygne lined Astrachan coats. You wouldn't believe an anti-caffeine coffee ad could use the silhouette picture of a jack-rabbit as an appropriate illustration, would you? The Government experimented, recently, with a number of rabbits, to see how caffeine affected them. They died. See the application now?

"To be able to illustrate your advertisements originally you must shy at the thought of keeping an index file of precisely tabulated ideas. This business of dipping a free and lazy hand into the brain and fishing out something that has been scudding around on the surface all the while, like an indolent dragon-fly, is responsible for that sameness in advertising of which an increasing number of persons complain. The chap with an airtight compartment for his mentality and a sound or news-proof noodle would never know

Uncle Sam's scientists have discovered that caffeine is not conducive to longevity in rabbits. He would go right along tying bandages around the cranial section of his illustrations, content in the knowledge that he was at least doing something his competitors had been doing in an unbroken line for thirty years.

"I have friends of the advertising fraternity who skid across the line; who take attempts at originality too far. Some of their cigarette copy, for instance, brings tears to my eyes. I am old-fashioned enough to judge that it isn't necessary for a country merchant to do the 'turkey trot' in front of his store to sell a jar of quince preserves, although the chances are strongly in favor of an increase in trade, if he is wise enough to yank down that time-worn sign and put up his name and business in electric light.

"There is a reaction to freakish copy or illustrations. They may attract at first and command the attention, only to arouse what we may easily term 'honest resentment.' The public doesn't care to be fooled, hood-winked, bamboozled by a perversion of truth and form. It may possibly stop

COOPER'S BENNINGTON *Spring Needle Knit* UNDERWEAR

Made in the Hills of Vermont

On machines that are patented and controlled by us—we make the machines that make the fabric. Pure wools, a peculiar fabric and extraordinary workmanship make for honest value that is appreciated by those who are used to good things.

COOPER'S CLOSED CROTCH UNION SUITS

get absolute comfort. No open crotch to the outside, no opening back, and no independent of each other. Independent in all respects. The Bennington Spring Needle Knit Union Suits are made of pure wool, the Cooper's quality of workmanship, they are made in the Hills of Vermont and are a permanent comfort and style.

Cooper's is made in regular sizes and half sizes and all lengths and all widths to the narrowest, extra, close and style.

Union Suits, \$1.00 to \$1.50 per suit

Union Suits and Undershirts, \$1.00 to \$1.50 each

If you are getting tired of your underwear, try Cooper's and you will know the difference. It is the difference between a good suit and a bad suit. (According to experts) it will stand up to the test. (Cooper's) good goods like to show them and to wear them.

Examples of fabric and Union suits are shown.

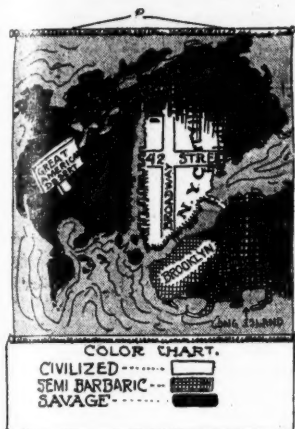
**COOPER
MANUFACTURING CO.**

Bennington, Vermont

Representatives in all principal cities

A GOOD EXAMPLE OF THE "X-RAY" TYPE

A New Yorker's Map of America



The New York Globe prints the above cartoon, which embodies an interesting story.

We here in New York, so engrossed in our intensive work, do not take time to contemplate the vastness of the West, especially those great farming sections which furnish the products that feed and clothe us.

Aside from the fact that the farmer is making it possible for us to live, he is also supplying the basis of our prosperity.

For instance, let us consider just one small section of the "great American desert" that our cartoonist speaks about—the state of Kansas.

With a population of 1,600,000, nearly a million live on farms. These Kansas farmers have just had a bumper year, and have added just so much to their already bulging bank rolls. They

are human beings, and need what you have to sell—shoes, clothing, food-stuffs and dress-goods for the women. The farming element supplies from fifty to ninety per cent of the trade in the small towns, and there are only nine towns of over 10,000 population in the state with some 3,450 towns of under 10,000 population.

Now the small town predominates, and the farmer supplies the major amount of purchasing demand in these centers. Given the prosperity which U. S. Census figures prove is theirs, the farmer in Kansas is the one person an advertiser should reach.

The Kansas Farmer

with its 60,000 total circulation, reaches over 52,000 farm homes in the state. It is the only agricultural paper there whose editorial department is devoted wholly to the soil and climatic conditions of the state. It supplies the farmers with definite information they can secure through no other channel.

Let us give you more information about this wonderful state and the agricultural medium which covers it.



THE MARK OF QUALITY

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
First National Bank Bldg.,
Chicago.

Which ?

\$6,000 for Your Head
\$600 for Your Body

As a member of the headless army you are a piece of mechanism with an earning capacity limited to about \$100 a year—with the strap loop at the end of the road.

As a **head** man you can multiply that income by ten, and more—and meet **anyone** man.

You can join the **head** class. Don't argue, don't hesitate, don't compromise with failure by saying "I can't." Get on the **positive** side of yourself. Just think of the four hundred men once pauperly paid, who every month voluntarily report to the International Correspondence Schools advancement in salary and position **due to I. C. S. help**. Some of these stories of success read like veritable romances. Back of them is the sturdy "I can" spirit, and the ability to read and write.

The same road is open to you—no matter who you are, what you do, where you live, what you earn, or for what well-paid occupation you wish to qualify.

It costs nothing to find out **how** you can qualify through I. C. S. training—**Mark this coupon and learn how to make your HEAD earn ten times as much as your BODY.**

INTERNATIONAL CORRESPONDENCE SCHOOLS

Accounting	Business Administration	Engineering	Law
Acting	Business Law	Electricity	Library Science
Advertising	Chemistry	Estimating	Mathematics
Architecture	Civil Engineering	Executive Training	Medical Terminology
Automotive Engineering	Commercial Law	Finance	Philosophy
Banking	Construction Management	Foreign Languages	Physics
Bookkeeping	Criminal Justice	French	Psychology
Building Construction	Dental Hygiene	German	Real Estate
Business Law	Dietetics	Italian	Shipping
Chemical Engineering	Drama	Japanese	Statistics
Civil Engineering	Drama	Latin	Teaching
Electrical Engineering	Education	Portuguese	Typewriting
Electronics	Engineering	Russian	Writing
Estimating	Finance	Spanish	
Executive Training	Foreign Languages	Swedish	
Finance	French	Teaching	
Foreign Languages	German	Typewriting	
French	Italian	Writing	
German	Japanese		
Italian	Latin		
Japanese	Portuguese		
Latin	Russian		
Portuguese	Spanish		
Russian	Swedish		
Spanish	Teaching		
Swedish	Typewriting		
Teaching	Writing		
Typewriting			
Writing			

Name _____
Present Occupation _____
Address and City _____
State _____ Zip _____

UNUSUAL BUT CREWSOME

and take a squint, concluding the incident with the indignant observation: 'It's nothing but a fool picture; there is not a bit of truth in it.'

'Reaction in advertising is dangerous. Be as bright and different and as 'stunty' as you please, remembering all the while, however, that you must never allow your arguments, pictorial or verbal, to grow grotesque. It is a splendid thing to 'do the old thing in the new way.' Your public asks, yes, well nigh demands it, nowadays. When common sense and a respect for proportion govern the schemes, you are 'playing safe.' The Burnham & Morrill design might be termed a 'freak' illustration. Codfish do not fly. Still, this picture gives the reader an impression of the sparkling, sweet, clean cod coming from sea to tin. It tells a good and sufficient story.

'It would be a serious inconvenience for automobiles to go gurgling through a ten-mile course of solid Texaco Motor Oil, and at first glance the accompanying advertisement might lead to that impression; still a handsome

percentage of people will grasp the clever idea that Texaco is not a road oil and that the unique stage setting of this piece of copy carries a message of well-oiled motor engines speeding over the pathfinder's paradise, 'Roadeasa.'

"There have been ninety-nine and a fraction automobile ads. Most of them are reminiscent; one or the other on this percentage basis. Texaco in a year's campaign, has scaled to really glittering heights of originality.

"A man pointed out an underwear ad to me. 'Did you ever see anything so asinine in all your living days?' he snorted. 'The picture shows two chaps, and you can see all their underwear right through them. A stop should be put to that sort of freak advertising.'

"As a matter of fact, the illustration had influenced me to buy that underwear and my hide is as impervious to the general run of publicity matter as a tallow dip to French vichy. In a most ingenious manner, quite unlike the usual hackneyed article, the undergarments, with their patented

They all "got away" with it.

THE whole family is sure to want a second helping of this irresistible soup every time you have it on the table. And they'll want it often too.

You save time and good nature by ordering by the dozen when you buy.

Campbell's SOUP HEAVY TABLE

And there's good reason for everybody's enthusiasm over it. The rich beef stock is blended with a puree of fresh whole tomatoes. Flavored with celery, fine herbs and Spanish sherry of our own importation. And it contains the delicate meat of the tenderest and whitest calves' heads.

We pay 20 to 30 per cent above the top of the market for these choice specimens. And the same quality runs all through.

Why not test it today?

24 kinds	104 a can
Assorted	Chicken
Beef	Consommé
Consommé	Crab
Crab	Deviled Ham
Deviled Ham	French Onion
French Onion	Hearty
Hearty	Minestrone
Minestrone	Old World
Old World	Pea Soup
Pea Soup	Porter
Porter	Roast Beef
Roast Beef	Soup
Soup	Tomato
Tomato	Vegetable
Vegetable	Wheat Germ
Wheat Germ	

Look for the red-and-white label

PERFECTLY ABSURD, BUT PERFECTLY CHEERFUL NEVERTHELESS

When the Panama Canal is open would you use it or still go around the Horn to reach the other side of the Continent?

The WOMAN'S WORLD is the short cut to carry the knowledge of your goods to the homes of the 63,000,000 dwellers in towns under 25,000 population.

The Panama Canal will be so well known that no shipowner would think of going around the Horn instead of going through the Canal.

The WOMAN'S WORLD is still so little known that comparatively few advertisers know that it is the advertising short cut to the 14,000,-000 homes in which WOMAN'S WORLD enters 1 home in 7.

So they still insist on using the Big Town circulations trusting that enough of their circulation will reach the Small Town to be effective. The Small Town circulation they now have, though limited, is really the main-stay and profitableness of these Large Town magazines which make advertising in them to reach these Small Towns very expensive by comparison to the WOMAN'S WORLD whose circulation is greater than the combined circulation of any two magazines in the Small Town Field or any combination of three magazines with a Large Town circulation.

It reaches 1 home in 7 of these 14,000,000 homes.

It enters 1 home in 3 in the population of 18,000,000—or 3,600,000 homes in towns between 500 and 5,000 population.

It has a stronger saturation of circulation in that field than any magazine has in any field.

Woman's World

cut the canal now being claimed by all Small Town mediums

To persist in using Large Town Magazine circulations to reach Small Town dwellers is the same as persisting to go around the Horn instead of going through the Panama Canal to reach the other side of the Continent.

WOMAN'S WORLD can tell you more facts regarding its 2,000,000 subscribers, and the class of goods they buy than any other magazine, no matter how old it is, can tell about their subscribers.

If we haven't the facts that will be convincing to you to secure your advertising for your line of goods in the WOMAN'S WORLD we will try and get them for you.

Tell us what you want to know about the WOMAN'S WORLD circulation.

Our book "Dwellers by the Road" will inform you of the brands and volume of consumption of the leading brands for over one hundred lines of goods.

We will be glad to send it to you *free* if you ask for it, although each copy costs us \$12.00 a piece to get out for your benefit.

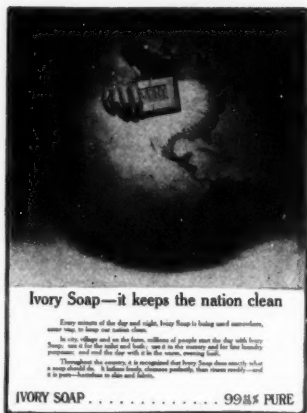
WOMAN'S WORLD

NEW YORK

CHICAGO

features, were shown on the human figure. I saw their advantage over the sort I had worn in the past. The manner in which that argument was presented convinced me that any concern willing to put that much brains into its advertising must be putting some into the manufacture of its underwear.

"For generations to come, nevertheless, I have no doubt but what advertisers will go clucking around among the magazines with



IVORY SOAP FANCIES THE FIGURATIVE

a fair annual hatching of photographic models in union suits, punching the bag, juggling the medicine ball and posing with dumb bells, hefty enough to balance the scale weight of a package of canary seed.

"For a while, two years ago, one New York model, pretty of face and energetic of spirit, became so popular with advertisers that she couldn't leave the camera long enough to eat her meals. Her demure and fascinating physiognomy did duty for a staple stock of goods ranging from corsets to cork-tipped cigarettes. Our gentle reader began to imagine he was seeing things. For her portrait to appear in thirty different and distinct advertisements in the same magazine became an accepted tribute. Otherwise, sedate

manufacturing gentlemen as far west as Denver began to telegraph in for permission to pose this little lady, upholding the honor of a seventy-year-old corporation, plus one of its chilled-steel corn huskers.

"The most patient research brought forth one explanation only. As each firm head or advertising manager or grand advisory consul plenipotentiary to the factory's superintendent saw said girl's face in his neighbor's ad he straightway chuckled, 'That's good enough for me,' he said. 'She's a brandied peach. Have a photographer take her picture setting on top of our 1912 model "X" cream separator.'

"Campbell's Soup is not piloted around the Pacific by a Weidenseim Kid, on the back of a comic opera 'mock turtle,' but the pages of the magazines have been brightened by such advertising conceits.

"Seriously, if you will study illustrations of this character, their cleverness is sure to interest you. You will agree, perhaps, that they convey a sales idea to the brain via the eye and are more or less fanciful, legitimate cartoons. We are not unlike children. We grow weary of sameness in a book and its pictures. We crave a new book and a new series of pictures."

McKELVIE ELECTED LIEUTENANT-GOVERNOR

In spite of the fact that Wilson carried Nebraska by more than 40,000, and the Republican candidate for Governor lost by over 12,000, S. R. McKelvie (Republican), publisher of the *Nebraska Farmer*, was elected Lieutenant-Governor by a majority of over 16,000. He is said to be the youngest man ever elected to this office in Nebraska.

The advertising department of the Frost & Wood Company, makers of agricultural implements at Smith's Falls, Ontario, Can., has been amalgamated with that of the Cochrane Plow Company, at Brantford, Ont.

Joseph Batt, automobile advertising manager of the *New York Times*, has resigned to accept a similar position with the *Cleveland News*.

NAMING A COMPANY

MANY DIFFICULTIES IN SELECTING A
TITLE THAT CAN BE USED IN THE
VARIOUS STATES

The launching of a big corporation, which is intended to do business throughout the United States, such as the new \$50,000,000 Tobacco Products Corporation, entails a lot of work in the selection of a name, not because of fastidiousness, but because in every state there are thousands of corporations, and it is often difficult to hit upon a suitable title that has not been pre-empted by some local concern, says the *N. Y. Times*.

Many of these corporations have never had more than a paper existence, but that is sufficient to prevent a company with the same name, or even one closely similar to it, from being admitted to do business in the state. "American" and "United States," which were especially popular in the era of trust building, are instances of overworked words, but corporation lawyers are frequently surprised to find names which they have considered quite original already in the list of corporations in one or more states.

When the number of states is considered, it is at once apparent that much searching of records is necessary before a name can be adopted. It would have been unfortunate, for instance, if the organizers of the Tobacco Products Corporation had incorporated under that name without preliminary investigation, and had found that there were corporations of the same name in Pennsylvania, Illinois and Massachusetts. * * *

With a manufacturing concern this would be particularly confusing, as it might have plants in several states, all owned and operated by different companies. One brand of cigarettes might be made in more than one factory and would thus appear as the product of companies with different names. This is not so important where the question is merely one of marketing goods, for which selling companies may be formed in necessary states.

Common Ground

The Woman's
Home
Companion
is the
common ground
upon which
buyer and
seller meet.
It is the platform
upon which
they stand.

The Standard Oil interests have had difficulties of this kind in the formation of their scores of companies, although few of them operate generally throughout the country. When the Security Oil Company was formed in Texas at least a dozen names were tentatively selected, only to be abandoned on finding that they conflicted with other existing corporations. Senator Bailey of Texas was employed on this matter of the selection of a name, and it developed in one of the investigations to which the Oil Trust was subjected that he received a fee of \$5,000 for the safe launching of the Security Oil Company.

While the new tobacco company was in the formative stage several names were considered and found available in the principal states or those in which manufacturing operations were likely. The first step necessary after finding a name that had not been pre-empted was to guard against its adoption by somebody else before the organizers were ready to incorporate. This might happen by accident or it might happen by intent on the part of somebody who saw a chance to make a few dollars by incorporating in an important state under the same name and requiring a consideration for his consent to the use of the name by the Reid interests in that state. Such things have been heard of, corporation lawyers say, and secrecy is one of the safeguards that have been found necessary. This is why the promoters of the new tobacco company were very mysterious for some time as to the name they wanted to use.

In some states a name not in use can be reserved for a short time by filing an application with the Secretary of State, and this was done in several states and with several names by Mr. Reid's lawyers, White & Case. The important thing, however, was to make sure of the name in New York State, and here it was necessary actually to incorporate. So one day the Tobacco Products Corporation was incorporated at

Albany with \$1,000 capital. Its incorporators were of the usual type of modest young men connected with law offices, whose names furnished no clue to the real parties in interest. In this case, however, there was no concealment of the fact that the company had been formed by the United States Corporation Company, which makes a business of just such transactions.

Of course the United States Corporation Company had no information to give about the new corporation, and there was nothing to connect it with the firm of White & Case. Now that the Tobacco Products Corporation has been safely incorporated in Virginia, with \$50,000,000 authorized capital, it is no longer a secret that it was White & Case who had the little corporation with the same name incorporated at Albany. The New York corporation will now have a meeting and consent to the use of its name in this state by its big Virginia brother, after which it will suffer an early demise.

The word "corporation" as part of the title of new companies is likely to become much more common from now on, at least in this state. The United States Steel Corporation was one of the first of the big concerns to abandon the older word "company." Under a recent decision of Supreme Court Justice Delany and a ruling by the Secretary of State it is now necessary to indicate in the name itself that the company is incorporated. There are many firms which use the word company without being incorporated, and this has often caused confusion when litigation arose. Under the recent ruling, therefore, the word "company" is held to be insufficient to indicate that a business is incorporated, and new companies must either use the word "corporation" instead, or must add to the word "company" the affix "incorporated." As this makes a rather clumsy title, the tendency is to follow the United States Steel Corporation, the Tobacco Products Corporation, and others in the style of title adopted.



If you depend upon a black and white reproduction of your package YOU, YOURSELF, are responsible for a large part of your substitution trouble.

Millions of sales are lost each year by manufacturers whose packages, labels, trade-marks and names of products are confused in the consumer's mind.

When you compare a black and white representation of your package with an actual reproduction in color, do you wonder that it is easy for the retailer to practice substitution? Can you put a black and white picture of your package before the consumer and expect him to picture it in its correct colors?

The safe way to establish the impression of your label, trade-mark or package on the consumer, is to show your label, trade-mark, or package exactly as it appears on the dealer's shelf.

Street car advertising indelibly and accurately stamps the package on the minds of the consumer, the retailers and the jobbers.

In which cities are you just now particularly interested in showing your package exactly as it is?



Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

NEW YEAR NUMBER COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRC

VOL. XXV

JANUARY
1913



PUBLISHED AT
AUGUSTA, MA

JANUARY COMFORT

is always a strong puller, but our coming New Year issue will bring mail-order advertisers unusual profit through

The New Parcels Post Facilities

The parcels post will give a tremendous impetus to the mail-order business. Not only will the sales and profits of present mail-order advertisers be increased by this new facility for distribution, but many manufacturers are preparing to establish a factory-to-consumer trade by parcels post. COMFORT'S rural subscribers are keen for the parcels post because they are heavy mail-order buyers.

Advertise in January Comfort and Compare Results

with those from other mediums. COMFORT reaches the mail-order buyers, the farmers.

January forms close December 16.

Apply through any reliable agency or send direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1835 Marquette Bldg.
FRANK H. THOMAS, Representative

Co-operation

Printers' Ink Says :

"We appreciate that jumping from a 64-page to a 156-page paper (Twenty-first Anniversary number) with very few days' preliminary work, and still coming out on time, is quite a job; but the way you handled it was most satisfactory in every respect. * * * If it had not been for your co-operation, we could not have gotten out our paper in as good shape and on time as we did."

¶ Did you get that word, "co-operation"?

¶ It shortens the interim between closing and publication dates and it makes getting out on time less of a nightmare.

¶ If we can just get that one word fixed in your mind and the minds of other publishers, our fast web presses will be working overtime and our big binding machines will be turning out their 50,000 magazines every day in the week.

¶ Co-operation is just another word for

CHARLES FRANCIS PRESS SERVICE

given at YOUR office and

30 West 13th Street

New York City

VARIETY OF MODELS NOT THE WAY TO SUCCESS

SPEAKER BEFORE NATIONAL ASSOCIATION OF AUTOMOBILE MANUFACTURERS, AT DETROIT, NOV. 14, MAINTAINS THAT THE LOGIC OF GOOD RELATIONS WITH DEALERS DEMANDS GREATER SPECIALIZATION—MULTIPLICITY OF MODELS RESTRICTS DEALER'S EARNING POWER

By G. W. Bennett,

Vice-President of the Willys-Overland Co., Toledo, O.

[EDITORIAL NOTE:—Many manufacturers, particularly of mechanical specialties, are facing the question of how many models of their product they should produce in order to satisfy the various classes of demand. Shall they indefinitely multiply models? Where shall they stop? What would be their chances of success if they should make only one model and push that vigorously? Mr. Bennett, in the following article, describes the situation in the automobile field very suggestively.]

The trend of success in the automobile industry to-day is unquestionably pointed toward concentration, and concentration is not possible where the product is divided into several models. Little doubt exists in my mind but that eventually the marked successes of the automobile business will lie in specializing, each plant making that which best fits its demand, and making that model in the quantities to which its place in the automobile market entitles it. Before this happens I am afraid many requiems will have been sung. This is merely a part of the process of evolution usual to all new businesses, and which, for the past twelve years, the automobile industry has been undergoing; in the meantime largely making its own precedents.

The subject will not permit of thorough discussion without bringing into it the dealer's existence and welfare, past and present, and—what is more important—his future.

All the pioneer manufacturers desired exclusive agents. To accomplish this it was necessary to supply each dealer with practically a complete line of cars. This

custom on the part of some manufacturers largely continues, but I think is in process of elimination. To make several models in a factory which is equipped to make not more than one satisfactorily, necessarily restricts the output of that plant, and divides the energies of its engineers, its operatives, and its selling force into several small channels, all of them considerably below par in efficiency because of such division. This division naturally extends to the advertising, and finally to the dealer, so that no individual in the organization—designing, making or selling—can conscientiously say, "We have the best there is in our class." If the statement is made of one model, it is at the expense of the other models, and obviously lacks the sincerity that would convince a buyer.

There was perhaps in the earlier history of the industry more or less occasion for this custom, in view of the then patent situation. This condition, however, no longer exists, the old method apparently continuing from force of habit. Owing to the infancy of the industry, there was not then the intangible dividing line between the classes of automobiles that exists to-day.

MANUFACTURERS PICKING CLASSES THEY CAN BEST SUPPLY

Experience has shown, however, that there exists a market for a certain number of cars at a certain price, each of a different class, and each appealing to a different grade of buyer. The growth of the industry shows that the most prominent manufacturers have realized this and are catering to the class they can best supply. I believe this development will become more marked, and that in a very few years each factory will limit its product to one model, with perhaps several styles of bodies interchangeable on the chassis.

Recognizing this, it makes it difficult at the present time for new manufacturers to enter the automobile business, or to break into any one class, as, without a

market for a large quantity, the low price cannot be obtained nor the quality—made possible by the large quantity—given, with which to meet existing competition; consequently no one market is open to new-comers, who must therefore attempt to cater, in a minor degree, to several of the markets, in order to interest new dealers, the old dealers already having their connection with existing factories. If history repeats itself, as it is likely to do under these conditions, marked success is not within reach of those entering the business at this time.

It may not always be possible for one manufacturer profitably to restrict himself to one chassis, but it will be possible, if more than one is considered necessary, to make a large number of the parts interchangeable, and only in this event would the production of two models be warranted or likely to be successful. We are all familiar with the most striking success in the industry, achieved by a man who, for the past three or four years, has made practically no changes in his chassis, who makes his various styles of bodies fit that one chassis, and has limited himself to that one model, producing it in immense quantities.

I do not believe his success can be duplicated, since the existing product practically fills the market for automobiles of that price. Nor is it possible that any other manufacturer can compete with him, as the model in question is the culmination of many years' experience in building that particular type, and of daily and prolonged thought to economy in its manufacture.

I am fairly well satisfied there is no other equally large market available, the demands for cars of higher price being necessarily limited by the decreasing number of individuals whose incomes are sufficient to justify the greater expenditure. This decrease becomes more marked as the prices go up. It will take a cleverer statistician than I am to compute the possible markets along this line, although it must be clear to those

who have given the matter any thought that the quantity market for each class of car is limited to the possessors of sufficiently large incomes to make the purchase. It is a point, however, that should be seriously considered by every manufacturer of to-day. Obviously there are more manufacturers of automobiles than there are classes of purchasers, and the process of elimination, which it must be admitted is working fairly fast, must in the near future determine that ratio.

Furthermore, the subject of subsequent service is involved so much that where more than one model is built adequate service to the user is difficult, and consequently seldom satisfactory, and without that satisfaction, complete success is impossible.

MORE CONSIDERATION OF DEALER'S WELFARE

Referring again to the dealer, he is inseparably connected with the industry, and his welfare has perhaps received less consideration at the hands of the manufacturer than any other detail of the business. Recognizing his indispensability, it seems to me his future is not only largely in our own hands, but that it is entitled to our most careful consideration. This may seem somewhat irrelevant to my subject, but in view of the inseparability, I think the interpolation is warranted.

In view of the endeavor of the pioneer manufacturer to supply his dealer with a complete line, and admitting in the majority of cases this necessity, and further having in mind my remarks as to concentration by manufacturers, I think the same result will be accomplished by a different method. Dealers who are limited by their agreements with manufacturers to sell only the one line are necessarily restricted in their markets and in their earnings. This course invites competition among dealers, adds to their number many who are irresponsible, and the final result is that but few of them at the end of the year show any profit. With the idea of concentration carried out by

A magazine that's just the
right size for the reader
is bound to be just the
right size for the advertiser

And we know, just as surely as
anyone can know anything, that
there can't be a more ideal size
for the reader than that of the
new American Magazine.

The American Magazine

Advertising forms close on the 10th of the second preceding month

S. Keith Evans

Advertising Director
New York

manufacturers, it would necessarily follow along to the dealers, and would result in each dealer having a line, no two models of which would be competitive in price, or similar in general detail, and which would enable him to cater to more than one of the markets in his territory; to speak enthusiastically of the merits of each of the cars he represents, and to finish each year with a substantial profit.

The manufacturer cannot be successful unless his dealer is successful, and the interests of the two are so interwoven as to be identical and absolutely dependent each upon the other. I venture to assert that this phase will receive considerably more thought in the future than it has in the past. The industry is now on a solid basis and has outgrown its former title, "the game." It must be operated as any other mercantile investment, on strictly business principles, and with due regard to the rights and welfare of those upon whose efforts success largely depends, and who, in this case, are the dealers—the middleman between the maker and the user—the man upon whom we depend for service subsequent to the actual sale.

HEAP BIG SALESMAN

An Indian entered a haberdasher's store and walked to the tie counter. He was dressed in a workman's garb and did not look prosperous. A new salesman was talking to an Eastern traveling man at the time, but left him to wait on the customer. Without asking him any questions or greeting him he pulled a bright red tie off the rack and literally shoved it at the customer with the remark: "Heap nice tie; cheap; twenty-five cents."

He was surprised and somewhat chagrined when the Indian replied: "If you are displaying salesmanship, it is very poor work. If that is your best in talking, you need schooling. If you are 'showing off' you are an unmitigated fool. Please let me have one of those plain black silk ties at a dollar.—*Boot and Shoe Recorder.*"

The first week of April, 1913, will be celebrated as "canned goods week" by the retail and wholesale grocers of the country with special display. Arrangements for this were made by the executive committee of the National Wholesale Grocers' Association in Chicago recently.

HOUSE-ORGAN ARTICLES IN "PRINTERS' INK"

PRINTERS' INK will publish, in an early issue, a list of house-organs, the most thorough and up-to-date list yet published, based on a recent canvass made by it which included 625 or practically all of the advertisers publishing house organs. It will follow this list up with a series of authoritative articles on the various phases of the house-organ problem. These will be prepared from the data thus assembled by an advertising man who has given this question exhaustive attention for many years and has practically specialized on it during the past few years. They will include such topics as editing the house-organ, getting tangible results from it, deciding when and when not to publish, unusual uses, and many other slants.

These articles are intended to be more practical and comprehensive than anything that has ever before been published. It is necessary to review the field and revise one's estimates at least as frequently as once a year, because of the rapid shifting of most of the elements and the more gradual development and modification of tendencies. Because the house-organ is not a literary or semi-literary but an advertising proposition, it may be used to advertise to the ultimate consumer, the dealer, the agent, a profession or the house's own selling organization. It may be advertising goods or service, or ideas or ideals. Whatever it professes to do, it is a man's size job to do it. And it calls for man's size information.

There is a constant demand on PRINTERS' INK for this information, and we hope our friends and those interested in this field will take note of the forthcoming articles at this time and become accessories before the fact rather than afterward, when the edition is exhausted.

C. G. Stedman, formerly connected with the automobile section of the advertising department of the *Minneapolis Tribune*, is now editor and sole owner of the *Fargo, N. D., Forum*.

E. C. PATTERSON LUNCHEON IN CHICAGO

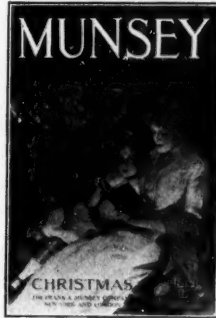
Chicago advertising men gave a luncheon to Ellmore C. Patterson at the La Salle Hotel on November 11. It was in celebration of his appointment as vice-president and general manager of P. F. Collier & Son, Inc.

Wilbur D. Nesbit, of the Mahin Advertising Company, was the toastmaster. He referred to the time when William Bancroft was representing *Collier's* in the West. "Mr. Bancroft had been advertising manager of the Columbia Bicycle Company," said the toastmaster. "He was a very thoughtful but extremely sensitive man, and when Colonel Pope went into the bicycle trust, he accepted the idea that the amount of advertising previously done by the bicycle concerns should be curtailed to practically nothing. Mr. Bancroft wrote him a long letter, showing that if the creative power of this advertising was discontinued the bicycle business itself would suffer a terrible slump. Mr. Bancroft was truly prophetic in his vision of the future, and the fact that he could not get Colonel Pope to see things as he did almost broke his heart."

Robert J. Collier was present and in the course of his remarks referred to the recent resignation of Norman Hapgood from the editorship of *Collier's Weekly*. "Since I first received an invitation to this luncheon," said Mr. Collier, "there have events occurred which make it necessary for me to say something. I appointed Mr. Patterson general manager on the sixth of September, and I must say that every one connected with *Collier's* was enthusiastic about his appointment and promised him the most loyal support. I am sorry that in a disturbance of very pleasant office relations lasting over many years, the editor of *Collier's*, who had been with us over nine years, saw fit to make public as a reason for his resignation the fact that Mr. Patterson, with my consent, had proposed to let advertising influences control the editorial policy of *Collier's*. I hope never to find myself in the position of having to defend the reputation of *Collier's*. I know I do not need here to defend the reputation of Mr. Patterson, but I can say this, that had such a suggestion as that come from me, instead of coming from Mr. Patterson, as it was alleged it had, Mr. Patterson would have been the first man to resign, if I had made that suggestion."

Other speakers were J. L. Stack, president of the Stack Advertising Agency; Mark Sullivan, the writer on politics; Arthur Acheson and Mr. Patterson.

The luncheon was attended by 130. The hosts were Stanley Clague, president of the Clague Agency; C. R. Erwin, president of Lord & Thomas; Ernest J. Gundlach, president of the Gundlach Advertising Agency; John Lee Mahin, president of the Mahin Advertising Company; F. R. Perkins, president of the Charles H. Fuller Company; C. E. Raymond, vice-president of the J. Walter Thompson Company; E. E. Critchfield, of the Taylor-Critchfield Company, and J. L. Stack.



MUNSEY'S GUARANTEE

NOT more than
a dollar per
page per thousand.

For the basis of
an order, Net circula-
tion 400,000, price
\$400. per page pro
rata. Smallest
space 7-lines.

**The Frank A. Munsey
Company**

175 Fifth Ave., New York

AMERICAN TOBACCO COMPANY ON ITS METHODS OF SELLING

THROUGH ITS PRESIDENT THIS BIG CORPORATION DESCRIBES HOW ITS CAMPAIGN IS PROGRESSING SINCE THE "TRUST" WAS DISSOLVED AT THE DIRECTION OF THE GOVERNMENT—ATTITUDE TOWARD PRICE CUTTING, CONSUMER DEMANDS AND MULTIPLICATION OF BRANDS

The American Tobacco Company has just made a clean breast of the sales and advertising policies under which it is now operating, in order to make plain that it has obeyed the spirit, as well as the letter, of the Government's demand that the trust be dissolved into competitive units. The pronunciamiento was made in a 13-page manuscript, entitled "Statement of Percival S. Hill, president of the American Tobacco Company," which was sent to the newspapers.

After discussing, to the extent of several typewritten pages, the changes in stock-ownership which have been made at the behest of the Government, President Hill enlarges upon the new relation to the consumer and dealer in which the American Tobacco Company now finds itself. Competition having been restored, the erstwhile trust is now compelled to dance attendance upon the desires of the consumer.

What President Hill has to say in this connection is of special interest to readers of *PRINTERS' INK*, and accordingly his remarks are printed verbatim as follows:

EXTRACT FROM PRESIDENT HILL'S STATEMENT

Competition among tobacco manufacturers does not take the form of "price-cutting." The history of the tobacco business proves that price-cutting is not a desirable weapon to use against competitors.

Tobacco, candy, perfumes, and other products which appeal to the sense of taste or smell, are purchased invariably because of

the appeal of the specific article to the individual's taste.

About the only effect of cutting the price of a high-priced perfume would be to suggest to the consumer that the perfume had been deteriorated in quality. Likewise, if a well-known eighty-cent candy was reduced to sixty cents a pound, those who had been steady purchasers of the candy would likely believe that its quality, as well as its price, had been reduced, and they would abandon it and search for another eighty-cent candy.

So it is with tobacco products. About the only effect of price-cutting is to remove a product from one class and put it in another, often with the result of destroying its value. Thus, persistent price-cutting even by retailers on various well-known five-cent cigars has driven them out of the five-cent class and into the three-cent class. Just as soon as they reached the three-cent class, the five-cent smoker abandoned them, and they died.

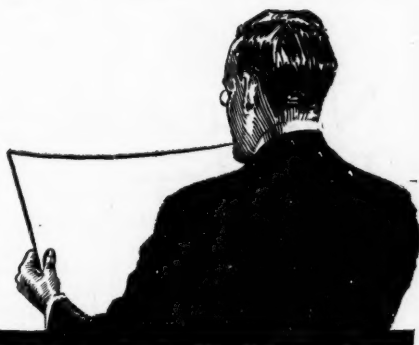
The retailer makes prices to meet local conditions, and the tobacco manufacturers have no power to regulate this situation.

In some cities retailers cut fifteen-cent cigarettes to twelve cents or eleven cents; ten-cent tobacco to three packages for twenty-five cents, etc., etc. The matter of prices to the consumer is entirely local, and no one but the retailer can regulate it.

Look at Pall Mall cigarettes as an illustration of the manufacturer's lack of control over price. The American Tobacco Company advertises Pall Mall at twenty-five cents, and sells the cigarettes at such a price as to give the dealer an excellent profit—he promptly cuts the price to twenty cents. It is safe to assume that most Pall Mall cigarettes are sold at twenty cents, when, as a matter of fact, the retailer is supposed to charge twenty-five cents for them.

However strong an old brand of tobacco may be, the manufacturer must be continually alert or his energetic competitors will take his business away from him. It is true that they will not do

**This
stock
comes
in
handy!**



Many an advertising man has found that he can save quite a bit of his appropriation and yet get perfectly satisfactory results by using

UNIQUE COVER & PAPERS

instead of higher priced stock.

This line is a good, substantial, light-weight stock in ten pastel shades, each shade in Plate and Antique finish.

You can get striking effects and at the same time your catalog will be durable enough to stand any ordinary amount of use.

"Take offset printing to perfection"

So says a leading publisher who will use Unique Covers for his magazine, after trying out several others.

The absence of fuzziness found in wood papers, and our special process of finishing result in the ideal surface for offset jobs.

Jobbers carry Unique Cover Papers in stock as follows:

20 x 25; 50 and 65 lb.
22 x 28½; 60 and 80 lb.

Send for sample book. It will pay you to keep it handy.



C. H. DEXTER & SONS

Also Manufacturers of Princess and Levant Cover Papers
Box D, Windsor Locks, Conn.

THE News Leader

*Goes Into
Nearly Every
Richmond
Home*

And, naturally, is the paper consulted by the family buyers when they want to shop.

*It has more
daily circulation
than any other
paper published
in Virginia*

*Its Circulation is
SWORN TO*

And it's the paper local advertisers head their lists with when they get ready to advertise.

Kelly-Smith Co. Kelly-Smith Co.
220 Fifth Ave. People's Building
New York. Chicago, Ill.

this by price-cutting, because that in itself will not damage his brand materially.

Their competition will take the form of arguments to consumers that they have produced a better tobacco, or they will offer to consumers inducements to buy their tobacco, which will wean them away from their old favorites.

Then, too, each year brings a large body of new smokers into existence; and the old brand, as well as the new, must fight with its competitors for the trade of these newcomers.

Consequently there is a constant struggle among tobacco manufacturers to protect their old brands and to create business for the new brands, which the manufacturer, who is to successfully rival his competitors, must introduce from time to time. These new brands are the result of new discoveries in the manufacture of tobacco, or a new application of some old principle in a more attractive form.

Competition in the tobacco trade, therefore, takes the form of vigorous advertising of old brands, the energetic introduction of new brands, and the devising of inducements to consumers to buy their old or new brands.

Every newspaper or magazine reader is impressed with the tremendous amount of tobacco advertising in the daily, weekly and monthly press, evidence enough to a thoughtful man that very genuine competition exists, or the manufacturers would be saving the money which they are now pouring out in printers' ink.

One method of creating new business recently employed by the former members of the American Tobacco Company, is the increase of quantity in a package of tobacco products. The results of this may be seen by any observer.

The old American Tobacco Company had a very heavy business on ten-for-ten-cents cigarettes. Competitive conditions have brought into large sale Fatima cigarettes, 20 for fifteen cents, by Liggett & Myers, and have created Omar, twenty for

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fifteen cents, by the American Tobacco Company; and Zubelda, twenty for fifteen cents, by Pierre Lorillard Company.

Mascot smoking tobacco, a new creation of the American Tobacco Company to meet competitive conditions, is sold at one and one-half ounces for five cents, a price heretofore unknown for tobacco of such quality.

P. Lorillard Company have brought out Stag, a five-cent tin package of smoking tobacco which bids fair to create a new element in the field.

Liggett & Myers have produced a new brand—"O U"—to fight "Mascot."

The American Tobacco Company has brought out Red J and Black Eagle, plug tobaccos, which are fighting the products of the R. J. Reynolds Tobacco Company on a quality-and-price basis.

"Between the Acts" and "St. Leger," well-known little cigar brands, became the property of P. Lorillard Company. The American Tobacco Company has created "Piccadilly," and is fighting for the business of the Lorillard brands.

Various inducements to consumers have proven effective methods of competing for business. One very well known scheme is to pack a cash coupon in cigarettes. To illustrate: Prior to dissolution, the "Lord Salisbury" cigarette was controlled (i. e., sold exclusively) by the United Cigar Stores. After dissolution it was made an "open brand" (i. e., sold to all jobbers and dealers). The American Tobacco Company places in a package, four coupons each redeemable at any tobacco store for one-half cent each. This serves as an advertisement for the brand, and at the same time reduces the price from ten cents to eight cents.

"Piedmont," a five-cent cigarette by Liggett & Myers, and "Sovereign," the American Tobacco Company's competitive brand, are fighting a battle royal. Each is now carrying a one-half-cent cash coupon. "Tokio," another American Tobacco



A "Mixed Chorus" of Evidence

In the shower of congratulations that marked the recent anniversary of

THE NASHVILLE DEMOCRAT

there was a goodly representation of local advertisers and women.

From the merchant who backs his good wishes with his advertising space.

From the wielder of the family purse who looks to that advertising space as a shopping guide.

Can you ask for a more cordial, a more telling endorsement?

Here are dealers and consumers waiting for you, if you speak to them through their provedly favorite paper, the NASHVILLE DEMOCRAT.

Its flat rate—the same for 50 or 5000 lines—is another evidence of its confidence in its pulling power.

The circulation figures published in accordance with the recent "Pure Circulation Law" show a daily average of 25,834.

May we show you its American Advertisers' Association's certificate of circulation and other vital facts on the Nashville situation?

THE DEMOCRAT CO.

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

Company brand, carries a one-half-cent coupon and a button as well.

The silk "insert"—flags and other decorative designs—are greatly desired by women for use in pillow tops and other fancy needlework. They are expensive, so that when a genius now connected with the Lorillard Company thought of the idea of packing them in cigarette boxes he found a thing which made business. Thousands of women urge their husbands and sweethearts to smoke certain brands of cigarettes in order to secure certain silk inserts.

Silk inserts are so expensive that in the past they have never been packed in cigarettes selling at less than ten cents. Since the old members of the American Tobacco Company began fighting among themselves, the silk insert has been packed in five-cent cigarettes.

That this is a very grave item to charge up to competition is shown by the fact that the cost of silk inserts on only one five-cent brand of American Tobacco Company cigarettes amounts to \$300,000 a year.

Any observer will find abundant evidence that the tobacco business in this country to-day is a competitive business, each manufacturer appealing to the consumer, and so far as the products of the American Tobacco Company and the other companies that were carved out of the combination are concerned, with the consumer informed as to whose product he is buying.

A SIGN THAT FASCINATES

"Every time this light goes out some one in the civilized world dies of tuberculosis." So reads the sign at the anti-tuberculosis headquarters, and every thirty seconds the light goes out and then flashes on again. The strange part of it is that it is next to impossible for you to read that sign and then go on your way without waiting to see the light go out. Try it; then see if you can account for it.—*New York Press*.

Charles Mortimer Peck, formerly of *Newspaperdom*, is now managing editor of the *Daily World*, Chicago's Socialist newspaper.

CAMPAIGN FOR FLAT PARCELS POST RATE

The Postal Progress League of New York is making strenuous efforts to secure the repeal of certain provisions incorporated in the new Parcels Post laws, which go into effect January 1. The opposition is not understood to be antagonistic to the laws themselves, but to the methods involved under the Bourne act by which they are to be enforced. This act provides for the division of the country into "zones," charges for parcels being made on the basis of distance from posting points. This system, according to the league, tends to increase greatly the delay and expense of delivery.

Frederick C. Beach, editor of the *Scientific American*, who is president of the league, made a statement to a representative of PRINTERS' INK in which he outlined the situation, setting forth that the adoption of the "zone" system would entail an endless amount of work on the part of post-offices, delaying the delivery of packages to such a degree as to render the Parcels Post legislation practically useless to the public. Mr. Beach intimated that the "express companies" would continue to profit greatly if the laws as passed are to go into effect and that the proposed expense of maps alone would exhaust practically all of the needed appropriation to carry out its provisions.

Having special Parcels Post toll stamps is a needless waste, according to the league, as well as any provision that involves other than a flat rate. Both these questions will be discussed thoroughly at a meeting to be held by the league at the Hotel Astor, on the evening of November 22, invitations for which have been sent out to many influential citizens. It is expected that the meeting will result in the preparation of an amendment to the law to be presented at the next congress providing for a flat rate, and for the use of ordinary postage stamps upon Parcels Post matter.

The first of a series of
twelve short stories by

Jack London

will appear in the

November 24th issue of

**THE ^{SUNDAY} MONTHLY
MAGAZINE SECTION**

THIS publication controls
the entire short-story
output of Jack London.
Many other equally well-
known writers will appear
during the next twelve
months; proof positive of our
desire to give our readers
the very fullest measure of
editorial worth.

Readers in the New York dis-
trict will find this story in the
first number of this magazine
to be distributed by the New
York Sunday Sun on the above
date, and regularly the second
and fourth Sundays thereafter.

THE ABBOTT & BRIGGS CO.

General Managers

New York

Boston

Chicago

KELLOGG'S ONE-PRICE POLICY LOWERS COST TO CONSUMER

WHAT THIS CONCERN PAYS A YEAR TO THE JOBBER AND THE RETAILER FOR "MIDDLEMEN" SERVICES—HOW THE VOLUME OF BUSINESS FOLLOWING FIXED PRICE POLICY HAS ENLARGED SIZE OF PACKAGE

[EDITORIAL NOTE—The following is taken from an article in Kellogg's *Square Dealer*.]

There are four participants in the results of the advertising of the Kellogg Toasted Corn Flake Company.

Jobber—through whom alone the company's product is distributed to the retail trade;

Retailer—who distributes the company's product to the consumer;

Manufacturer—who plans and pays for the advertising;

Consumer.

Let us consider for a minute the share of each of these participants in the results of this advertising, based on an annual output of 50,000,000 packages of Kellogg's Toasted Corn Flakes.

1. *The Jobber.* We pay (approximately) \$417,000 a year to the jobbers of this country for receiving our product in lots, and filling orders therefrom to local dealers.

All jobbers do not share in the distribution of this merchandizing "melon"—which is devoted to *primary distribution*, the jobber's original function and certainly his proper one.

No part of this sum goes to jobbers who have wholly or partly ceased to be distributors and turned into competitive manufacturers. Any jobber who seeks to divert to his own cash drawer the profit legitimately belonging to us, the manufacturers who originated and put out a popular food product—and who did not do this until our energy and capital had "made the market"—does not measure up to our idea of "Square-Deal" co-operation, and gets no slice of our \$417,000 "melon."

We don't propose to furnish working capital to such or any other competitor. We're fairly liberal folks here, but not quite as "soft" as that.

Happily, these jobber-competitors are only a fraction of the whole—only a few among the thousands of jobbers who gave us hearty, whole-souled co-operation—who are steadily making more and larger profits from our advertising—"Square Dealers" in every sense of the term!

2. *The Retailer.* We pay (approximately) \$1,110,000 a year to the retail grocers of this country for supplying the public with Kellogg's Toasted Corn Flakes.

To the best of our knowledge this is a larger profit than is realized by retailers on the sale of any one brand of package-food.

All retailers equally and equitably share in this profit in exact proportion to packages sold.

The grocer who sells ten packages of the original Toasted Corn Flakes a week, makes as much profit on each package sold as the dealer makes who sells ten a day.

All retailers get precisely the same price and profit. The syndicate owning the "chain" of retail stores and the grocery department of the department store pay the same price for every package of Kellogg's they buy as that paid by the smallest corner grocery.

No matter how temptingly "our great volume of trade" is put before us, neither the "chain" or department store nor the mail-order house is regarded by us as a jobber or treated as such.

If, indeed, the "private-brand" jobbers were as considerate of our interests as we are of theirs, all controversy between us would quickly end.

Every retailer who sees a package of Kellogg's in a dealer's window or store in another street or in another town can say to himself with absolute assurance, "That fellow's got nothing on me!"

The only possible way for any retailer, big or little, to make more money on our goods is to *sell more of them*, to force us to increase the amount paid for deal-

ers' profits during 1913 up to a larger sum. Nothing's easier—for the "Square-Deal" plan has paved the way and greased the skids.

3. *The Manufacturer.* We make money out of this business and we're planning to make more.

Our profits, the manufacturing profits, are not of course nearly as big as those paid to the trade, to the jobbers and retailers who distribute our product, nor do we ever mean that they shall be. . . .

Our profit, per package, is a very slender one, much less than experienced manufacturers in other lines tell us it should be, but it's big enough to suit us, when multiplied 50,000,000 times.

4. *The Consumer.* The biggest participant in the profits of the Kellogg advertising has been purposely left for last consideration.

For, the consumer's actual profit on each package of Kellogg's Toasted Corn Flakes is the most complete and comprehensive answer to any foolish question about the responsibility of advertising for the "high cost of living."

Six years ago the package was one-third smaller than it is now and cost the consumer 15 cents.

At the present weight and price (10 cents) the consumer is making a profit of 33 1-3 per cent in *quantity* and 50 per cent in *price* over former standards.

That's solely because of the great volume, for which our advertising certainly deserves some credit.

And, brethren, it is only when each factor concerned gets its fair share of trading profits—when the difference between cost and selling price is honestly divided between consumer, dealer, jobber and manufacturer, that the Kellogg policy is fully realized—that the result is a *Square Deal*.

McCLOY NOW PUBLISHER OF
NEW YORK "SUN"

William C. McCloy has been made publisher of the New York *Sun*, succeeding William Holmes, recently resigned. For the past twelve years Mr. McCloy has been the editor of the *Evening Sun* and has had much to do with the mechanical production of both newspapers.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

BELIEVE POSTAL LAW SHOULD BE REPEALED

DEAN WILLIAMS AND LOUIS WILEY
OBJECT TO THE COMPULSORY LEG-
ISLATION RECENTLY PASSED BY
CONGRESS—COLLIER PREDICTS MORE
STRINGENT LAWS AGAINST DIS-
HONEST ADVERTISING

"Honesty in Advertising," "The Newspaper as a Unit," and "The Ethics of Advertising," were the subjects of the speeches at the Sphinx Club dinner, held at the Waldorf - Astoria Hotel, New York City, Tuesday evening, November 12th. Collin Armstrong, president of the club, was toast-master and the speakers were Robert J. Collier, of *Collier's Weekly*; Dr. Talcott Williams, dean of the School of Journalism at Columbia, and Louis Wiley, business manager of the *New York Times*.

Dr. Williams said in part:

"There are men in this group who remember the days when the publisher challenged the presence of the advertiser in his publication. Those were the days when circulation secrets were guarded jealously—the days when publishers went armed and fought duels on Park Row.

"Those days are gone now. The measure of the advance of journalism is the extent to which the newspaper of to-day is willing to face the fact that nothing in its business is secret, and that its circulation details are matters rather to be shouted from the housetops. The improvement in the ethics of the publishing business has brought about a corresponding sense of responsibility in the conduct of the newspaper and its treatment of public matters. The feeling that times are lax has hardly any foundation when one considers the processes of purging that have gone on for years, invoking the consciousness of advertisers to the fact that it was a mistake for the good advertisement to stand side by side with the bad."

Dr. Williams continued, discussing the recent legislation concerning circulation statements,

which, in his opinion, is ill-advised. He said: "Congress has made a mistake in supposing that it can force the newspapers of this country into the right paths. For twenty years the press had preceded this kind of legislation by movements to purify itself and there is not a single statute having to do with fraudulent advertising that has not been put into effect as a result of agitation from within the ranks of those it sought to reach. In expelling dishonest and improper advertising from its columns the press has again and again put itself on record as opposing such tactics, and has gradually but surely advanced the proposition that the public shall not be plundered by publicity. As the standard rises it will register the advance of law, but it will be only a law of reinforcement of principles already adopted by the papers themselves, setting forth that a business that has to renew its bargain with the public each day cannot make the error of fooling that public into accepting the statements of fraudulent advertising. All this has brought about a co-operative consciousness between the advertiser and those who have advertising to sell."

Dr. Williams referred in glowing terms to the spirit tending to the improvement of advertising morals revealed to him at the recent affiliation convention at Rochester, concluding:

"There never was a time when newspapers, as a whole, showed better the independence they could maintain than at the present time. The last campaign witnessed all kinds of newspapers following rigorously the lines which they thought right, and I know of no single instance in which any newspaper suffered because of its independence. This goes to show that the newspapers are on the right track and it is unnecessary and unwise to coerce them in paths in which they have already taken the initiative. Without the independence of the newspaper the Government is impossible; with it the Government will last through all the centuries to come."

A LEADING advertising agent is authority for the statement that 70% of general advertising is done almost solely for its influence on the dealer.

Isn't this analogous to using a trip-hammer to drive spikes?

Is this what is meant by "the enormous *waste* in advertising?"

We "create" many advertisers for general media—*after* distribution.

Why try to do *forcibly* what it is easier, cheaper and quicker to do *pacifically*?

The pacific way is to approach the dealer, post him about your plans and your merchandise, through his trade paper, *before* you advertise to his customers.

Our business is the promoting of retailer good-will and distribution for manufacturers whose outlet is dry goods or department stores.

Dry Goods Economist

231 West 39th Street - - New York

Robert J. Collier, discussing "Honesty in Advertising," said:

"Advertising has played its part in making possible much of the sterling merit in the publications of to-day. If advertising is salesmanship it is first of all honest salesmanship. This is becoming more and more evident. Seventy-five per cent of the advertising done in *Collier's* in 1897 would not be acceptable by any of the leading magazines of to-day. 'Winslow's Soothing Syrup,' 'Lydia Pinkham's Compound' and 'Peruna,' that cheer-giver in many a prohibition household, have gone. *Collier's* did not lead the fight. Perhaps that credit ought to go to the Curtis Publishing Company, with *McClure's* second and *Collier's* third. The newspapers have not kept up with the endeavors of the magazines. Such papers, however, as the *New York Times*, the *Springfield Republican*, the *Kansas City Star*, and the *Chicago Tribune*, have adopted the method of strict censorship of copy and deserve much credit for the stand they have taken.

"The fight is not yet won, but I believe that the law will soon take cognizance of the fact that there is as great a tendency to fraud in advertising as there is in the use of dishonest labels for goods. It behooves the publishers to anticipate this movement against fraudulent advertising and to do their part. The next ten years ought to see such an improvement in advertising morals that if the City of New York wanted to raise ten millions of dollars for a public work and asked for small sums to do it, the money could readily be raised through advertising.

"We in *Collier's* feel that we are helping the cause of good advertising. We feel that our controversy with a certain advertiser in Battle Creek has succeeded in forcing him to abandon his policy of advertising his products as anything but foods, which they are. Honesty in the advertising business may be said to water the very roots of trade. If the uncounted millions can believe in the adver-

tisements that they read, then the factories need never worry, for they will be run during the night as well as during the day."

Mr. Wiley joined with Dean Williams in taking a fall out of the new postal law:

The postal law, he said, passed and shortly, I hope, to be repealed, is an absurd and outrageous interference with the liberty of the press and the freedom of the citizen. It is a modern representation of old Roman paternalism which meant tyranny in the guise of beneficence, with a trifle of simulated grandmotherly solicitude thrown in. This unwise legislation imposes on newspaper editors the obligation of adding the word "advertisement" to advertising matter which appears as news. Reprehensible as is the practice in some few newspapers of passing off advertising matter in the form of news, and as much as we may all regret such publication, the matter is not one for Governmental interference. It is purely a question for the conscience of the publisher, and we have hopes that further education in the ethics of the newspaper business will induce all publishers to cease the practice. But the Federal Government has nothing to do with it, and should be able no more to place its veto on it than it should be competent to dictate the size of type or the color of paper. The return to the Roman system is obnoxious to the American spirit of freedom and progress.

By the exercise of careful censorship much objectionable matter is rejected daily by newspapers which make it a rule to insert no advertisement that does not bear minute scrutiny. In this way the newspaper begets a confidence on the part of the reader—the buyer of the myriad articles offered for sale. Once it is generally understood that every advertisement represents the actual merits of merchandise, that every financial offer is substantial, that every announcement is the honest expression of honest minds, and a tremendous vista of business opens to the view.

KELSEY TO EDIT GAS JOURNAL

Fenton P. Kelsev became editor and vice-president of the *Gas Record* November 1, which will make its appearance November 25 in Chicago. Mr. Kelsev has been advertising manager of the Milwaukee Gas Light Company for eight years.

W. H. Griffis, the president of the Gas Publishing Company, retains the vice-presidency of Telephony Publishing Company.

John Wilson Drown, formerly advertising manager for the Standard Roller Bearing Company, Philadelphia, Pa., has been made general manager of the Pressed Steel Mfg. Company, maker of ball bearings, Philadelphia.



"Every Plate a Masterpiece"



WE aim to make every set of "ARTCO" Color Plates a Masterpiece of the Engraver's Art—plates that will reproduce your Original 99% exact,—and plates that will print up just as well as they prove up. ¶ We usually succeed. ¶ Price List and Specimen Prints on request.

Stanley Wiley
Secretary and Sales Manager

THE ART COLOR PLATE
ENGRAVING COMPANY
418-426 West 25th Street New York
Telephone Number 3888 Chelsea

SALES AND ADVERTISING EFFICIENCY

A SOMBRE VIEW THAT DEVELOPS
HIGH LIGHTS LATER ON—THREE
ELEMENTS OF STANDARD PRACTICE
—ADDRESS BEFORE ADVERTISING
MEN'S LEAGUE OF NEW YORK
CITY

By M. W. Mix,

President Dodge Manufacturing Com-
pany, Mishawaka, Ind.

[EDITORIAL NOTE:—In printing Mr. Mix's address, delivered before the Advertising Men's League of New York, PRINTERS' INK merely performs the role of a reporter of current events and does not, by any implication, endorse his opinions. On the contrary, it believes that some of the statements are of doubtful accuracy, and in both letter and spirit of mischievous tendency, all the more so because of Mr. Mix's high standing and unquestioned sincerity. Editorial comment upon his address will be found on page 90 of this week's issue of PRINTERS' INK.]

In no line of business management does there exist such an absence of controlling formulæ, such a dearth of standard or precedent as exists in the sales and advertising field. The doctor has his clinics; the lawyer his lectures and reports; but the manufacturer—what does he have? As to the production end, he is now able to utilize a wide range of standards as applied to individual and machine operations without regard to the exact nature of his product, but when he tackles the problem of sales promotion and distribution he is about as helpless as a one-legged man playing "blind man's buff."

Consulting one dozen or more experts in this line, he will only have the same number of horns to his dilemma—perhaps more, because none of the experts consulted will have alternative plans—or, rather, I should say, guesses, for many of them may be placed in that class.

The problem of this and the coming generation is to reduce the cost of distribution; to apply to distribution in all its phases the same principles of efficiency which are now being applied to the manufacturing industries of our country.

The manufacturer, through im-

proved machinery, improved methods, better handling and training of men, has reduced the cost of his output again and again. Our distributing machinery remains complex, expensive and inefficient.

I believe that a great deal of the advertising and other forms of sales exploitation which is done in this country is merely an added complexity, an added expenditure and an added inefficiency in our distribution system. Added to the increase in the cost of living which comes through taking care of the amount of money directly spent on publicity, must be added a further and even greater indictment.

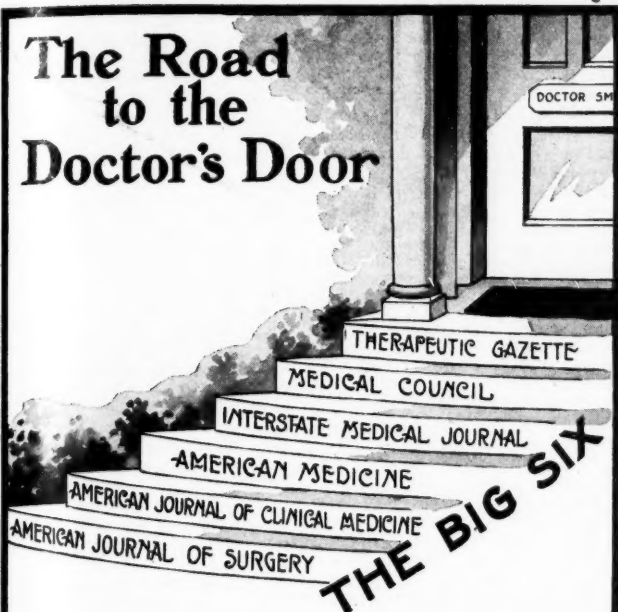
As a result of excessive advertising and sales promotion, the public is now consuming many articles, both food and clothes, which are very much more expensive and at the same time of less real nutriment and wearing quality than the articles of a similar nature which were sold before advertising assumed the prominence which it now has.

Consider such instances as the woman who goes to the grocery store and pays a dollar for a can of lard containing the quantity of the same quality lard which could be purchased at 65 cents by weight; who purchases forty crackers in a pretty box, where sixty of the same quality would be obtained were they purchased in bulk; who will buy rolled oats in a nice-looking advertised package for 15 cents, when the same quality of oatmeal with more real nutriment in it could be obtained for 10 cents; who will pay 25 cents for a jar of sliced bacon, when the same quantity of a better bacon, cut from the side, would cost 12 cents.

What is it that has led to this extravagance of the country? The stimulation of the masses to handle basic problems of food and clothes in the easiest and most expensive way, rather than the best and cheapest way, is responsible for much of it, and excessive promotion methods has had a marked effect in producing that stimulation.

Many able writers and speakers have attempted to prove that the

The Road to the Doctor's Door



The Pathway to Profitable Business

The firms who have used these six high-class medical journals have found them

STEPS TO SUCCESS

Reaching over 100,000 active practitioners of medicine every month, an advertisement in

"THE BIG SIX"

offers the most effective and economical way of securing not only the patronage of American physicians, but also the attention and patronage of their millions of patients. No live, aggressive firm can afford, therefore, to miss the remarkable opportunities for sales promotion presented by these recognized publications.

A little booklet recently issued shows what can be accomplished at moderate expense by advertising reputable products to medical men. Sent gladly on request with any other information required.

ASSOCIATED MEDICAL PUBLISHERS

S. DeWitt Clough, Secy,
Ravenswood Sta.,
Chicago, Ill.

A. D. McTighe, Eastern Rep.,
286 Fifth Avenue,
New York, N. Y.

R. W. Mitchell, Western Rep.,
303 Record-Herald Bldg.,
Chicago, Ill.

money which is spent in this country in advertising has tended to lower rather than raise our cost of living. I believe that their arguments are, in many instances, based on their desires rather than on the facts of the case.

A certain piece of every dollar paid by a consumer for advertised merchandise goes to pay for the advertising; the problem is one very similar to the one we have been hearing about so much recently, as to who finally pays the tariff on our imports.

In so far as it displaces other costs of making sales, and becomes merely a substitution of service, it may not be classed as a burden; when a real service has been rendered, in which the consumer participates, it is a blessing; and when it is an additional burden, it is a commercial curse.

From the point of view of the nation as a whole—two hundred million dollars per year, which is the amount conservatively estimated, is spent on advertising in this country, and it produces no food, no clothes, no shelter—except indirectly, for the advertising man and his staff.

There are about one hundred million people in this country. Figuring the average family of five members gives us twenty million families. Dividing this two hundred million dollars, we use on advertising alone, between the twenty million families, means that each family, on the average, has contributed ten dollars per year to this advertising expenditure.

Ten dollars per year may seem a trifling sum to you, but I assure you it is not a trifling sum to the average family, whose income will average only six to seven hundred dollars per year, unless it can be shown to be of some real value and service.

Does the average family get value received for the ten dollars? I am frank to say that I do not think so. I know this will sound anarchistic to those of you who make advertising your life work, but I think if you will consider the subject in its broadest aspects, laying aside your enthusiasm in

your work, you will be forced to agree with me that the cost of advertising must be finally included in the merchandise advertised, and that while the individual company may, through advertising, be able to enlarge its output sufficiently to secure the reduced cost, that increased production is secured at the expense of reduced production and increased costs in competing establishments.

I realize that many arguments can be advanced against this point of view, and there are legitimate exceptions.

It will be said that the use of these articles, even if they are more expensive, makes life easier and enables the people to live fuller and better lives than they lived when the merchandise which they purchased was put up in a homelier and simpler way.

If economic conditions enabled the income of the people to advance proportionately to the average increase in the cost of the articles which they must buy, this condition would probably be true, but you know as well as I do that the average incomes have not so increased. The consequence is that the struggle to-day is keener. The strain of keeping up appearances and living up to the standard established for life in America is more urgent than ever before.

The argument will also be advanced that the more wants that can be created in the minds of the people, the better it is for the people and for the nation; that the creation of these wants increases the ambitions and energy which the workers put forth to their own advantage, and the advantage of the people as a whole.

If these demands are of a nature which will make better lives for the people, I am with you; but if they are of a nature which will not add in any way to their happiness and solid well being, I am not with you.

I do not believe that advertising which creates in the mind of the wife of a twenty-dollar-per-week income the desire for a fifty-dollar hat or a hundred-dollar suit is efficient and desirable.

This is an exaggerated instance,

but it seems to me that much of our advertising is creating demands on the part of the people which lead them away from the really vital and best things in life.

If you have followed me thus far, you may think I am condemning all advertising as inefficient or wasteful. I do not mean to do this. I believe that advertising is a function if it can be made to justify itself; I believe that it should be our attitude in standing for efficiency in every phase of life, and in our civilization as a whole, to *distinguish* between that advertising which is inefficient, wasteful and costly and that advertising which *serves a purpose*, which is *efficient* and which betters the condition of the people, and in this I mean to include all forms of extraordinary sales propaganda.

Broadly speaking, I think the principle which distinguishes efficient sales exploitation in the broader sense from the inefficient is whether the article which is advertised will really render to the

people a *service*, either in providing them with an article of better quality, or an article at a lower price, or an article which will enable them to lead truly better, broader, more wholesome lives than they have been leading.

There are many articles which have been advertised in the past and which are being advertised today, which have met these conditions.

It seems to me that the advertising which such people as Procter & Gamble have done for their Ivory Soap has been efficient advertising in its broader sense. They have succeeded in producing a soap which is, in many ways, the best article of its kind made anywhere in the world. They have produced this soap at a low cost, and through their advertising they have rendered the people a service by putting this soap into their hands.

The Ingersoll Watch Company has rendered excellent service along these lines to the people in providing them with an efficient

NATIONAL ADVERTISERS

To cover Boston will include in their schedules

The Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME

The following comparative table of national advertising in agate lines published in Boston daily papers in October, 1912, measured upon the basis of advertising acceptable to the Monitor, tells the story:

Transcript	-	-	44,110
Monitor	-	-	42,490
Post	-	-	40,995
Globe	-	-	35,895
American	-	-	27,950
Herald	-	-	25,770
Journal	-	-	7,825
Traveler	-	-	6,320
Record	-	-	6,000

The Monitor is read in medium and high class homes throughout Greater Boston and its suburbs. Include it in your next list.

THE CHRISTIAN SCIENCE MONITOR

Falmouth and St. Paul Streets, Boston, Massachusetts

6029 Metropolitan Bldg.
NEW YORK

23-29 Amberley House
Norfolk Street, Strand
LONDON, W. C.

750 People's Gas Bldg.
CHICAGO

watch for one dollar. I claim that this advertising is efficient advertising, that it helps the people and that it does not add to the cost of living.

Instances of this sort could be multiplied to considerable length, but I think I have given sufficient samples to illustrate my meaning.

This consideration of efficient advertising in the broader sense leads to the question of efficient advertising from the point of view of the individual manufacturer.

What are the broad basic principles on which an efficient selling and advertising campaign may be carried on by the individual manufacturer?

I believe that the same basic principle of service applies to this phase of the question as applies to the broader phase of the question.

I believe that the manufacturers who have made the greatest success of their business through advertising have done so because they have had an article to advertise which will render the people a real service.

I believe that many of the failures with which we are familiar in the advertising world are due to the fact that they have attempted to place on the market articles which did not possess the claimed intrinsic value or render any real service.

There is another point to be made here, and it is an unfortunate one. It is that an efficient advertising campaign, from the point of view of the individual, can be carried on, based on an *alleged service*, which appeals to the weaknesses or credulity of mankind.

The success, which we will have to admit has attended the advertising efforts of some of the patent medicine people, proves that this is so, yet I do not believe that in the long run these patent medicine advertisers are, as a rule, successful. There are exceptions where the remedy has apparently been placed on a staple basis. But compare the few successes with the multitude of failures, and the temporary successes which eventually end in the same way.

It seems to me, then, that the

manufacturer who is contemplating entering into a sales campaign should first of all ask himself sincerely: Will the article which I propose to advertise render a real service to the people? Is there a place for my article? If it will do so, the campaign, if it is properly handled, will be a success. If it will not do so, unless he is mean enough to appeal to weakness and credulity, his campaign will be a failure.

I think if you will examine the product of a great majority of successful national advertisers you will find that the articles which they have advertised have been such as to warrant a real service, or to confer a real advantage on the user.

You will see, then, that in my mind the great basic principle of efficient advertising, both from the broad general welfare point of view and from the individual manufacturer's point of view, is *service to the people*.

When the advertising appropriation questions are up for consideration, there are many reasons, or combinations of reasons, which must influence the size and scope of the appropriation—all dependent upon individual and trade conditions.

Advertising is done, amongst other reasons:

- (a) to establish trade-marks, good will, etc.
- (b) to create acquaintance and confidence.
- (c) to identify products and makes.
- (d) to prevent substitution.
- (e) to dominate the field.
- (f) to insure against domination by others.
- (g) to create an automatic demand.
- (h) to increase sales, either by direct influence, or assist dealers, or both.
- (i) to keep up sales that may be declining, due to depression, indifference, or inroads of competition.
- (j) to control and direct the demand to dealers, as against leaving them free to push favored goods.

INCREASED
CIRCULATION
IS
WHAT EVERY ADVERTISER WANTS
WE PLACED
200,000 NEW SUBSCRIPTIONS

from October, 1911, to October, 1912. Our business is to ADD to what you already have.

When a publisher wants 10,000, 20,000, 30,000, 40,000 or 60,000 additional NEW circulation he should consult us. We have combined in the officers of our company a circulation experience of 20 years. Our services are valuable to every publisher because we produce NEW circulation.

Tell us exactly what you want by letter, wire or telephone.

THE MAGAZINE CIRCULATION CO.

(Incorporated)

Henry E. Smith
President

Winslow G. Smith
V.-President

Edgar H. Walker
Secretary

327-333 So. Dearborn Street, Chicago, Ill.



**THE PACIFIC COAST is a
fertile field for National Advertisers**

An EMPIRE in ITSELF

To get maximum results out of your Pacific Coast advertising appropriation *engage a guide who knows the trail.*

The Newitt Advertising Company is the pioneer agency of the Pacific Southwest. We've been on the ground since '96. We know conditions, first handed.

"Let Newitt do it!"

Newitt Advertising Co.

Est. 1896

A. Carman Smith, Pres. — W. McK. Barbour, Vice Pres.

Newspapers, Magazines, Street Cars, Outdoor Display

Los Angeles, Calif.

Cable Address: NEWITT—W. U. Code.

- (k) to own your own business and good will, and control distribution.
- (l) to tell your own story as you want it told.
- (m) to discount or annihilate time in establishing a new or wider market.

The question of value to sales, or whichever of the foregoing reasons may be accepted as the policy to be pursued, must decide the share that each will represent in the efficiency standard, to offset the result sought, and will be reflected in the division of the appropriation.

For instance, I know of a large campaign that was conducted primarily to anticipate or head off a possible domination of a line of business by competition, which, had it been alive to its opportunities, could have most effectually set back one of the most influential concerns in its line in the country.

Another case where the basic reason was to remove a natural self-made and country-wide reputation, which identified a large firm with only one article of a large line in which they were very strong, but rather limited in national acquaintance to those with whom they had dealt, by virtue of the acquaintance made through the original or pioneer line.

Thus, you may readily see that the deciding factor in national publicity may find its resting place in sales elements rather out of the usual range of reasoning used by advertising solicitors, or even considered by those who really know if they would take a personal inventory.

A new project, having at its command all necessary funds to equip a factory, may design a line in competition with standard lines of the market, or a firm similarly provided as to capital and skill bringing out a novel product has altogether a different justification for a large expenditure for sales promotion purposes than has a firm of long standing which has grown slowly from small beginning, and which has not reached its fair position in the distributing or consuming field.

In other words, the basis of consideration may be offensive or defensive.

If the former, the angle of consideration may be bridging time in order to arrive at a large popular demand quickly, thus employing the full capital and capacity at its earliest date. The element of efficiency most to be regarded here is the saving in interest and depreciation charges, official salaries, dividends, etc., as against the expenditures to be made to produce the quickest results in the profit account.

This may be a most important element in deciding upon a basis of promotion and distribution.

In the majority of cases where notable successes have been achieved, the business organization has been more soundly grounded by starting small, developing the product carefully, perfecting marketing arrangements at the lowest cost. In many cases, the partners have done all of the actual work, perhaps not with the same finesse or spectacular results as others, but nevertheless surely advancing every element by sound business practice, and increasing capacity and promotion expenditures only according to successes met, and the available net profits from which such advances may be met.

The element of time has cost nothing here, unless shrewd competitors, noting the success, have started out with ample capital and talent to offset the advance by spectacular, forceful sales promotion, trading, perhaps, on the pioneer work which has been done, accomplishing in many cases, by the force of money and talent, more than the more frugal and conservative pioneers did in many years. This seems to be the fate of all pioneer work in whatever line of endeavor.

What can one do to insure himself against such inroads upon his harvest?

Will there ever be any remedy for such assaults? Advanced thinkers along this line maintain that such conditions are only protected through taking time by the forelock, anticipating the possibilities of such inroads, and insuring

against them through *advertising continuously*, however small the beginning, but maintaining a constant publicity which must be extended as success will permit.

This viewpoint must necessarily be based upon what other forms of protection may be available to the pioneer. It necessitates above all other things the establishment of a good trade-mark at the very outset—and right there may money be well expended, in securing the advice of experts in merchandising as to the most effective form or kind of trade-mark to be adopted.

TRADE-MARK AS A DEFENSE

The firm establishment of this mark upon the minds of the buyers becomes, then, a duty paramount to all others, and within itself establishes the most effective bulwark against substitution or anticipation.

In olden times the cost of maintaining defense against pirates was accepted as a part of the cost of ocean transportation—as well as of communities, and any manufacturer launching himself upon the sea of commerce with a cargo worth while must view the cost of this protective policy as an element of his business cost. The allowable percentage for such defense must be governed by his product, and its attractiveness to the disciples of the black flag.

There is another phase of this subject on which I want to say a few words. That is in regard to the efficiency of the advertising copy, selling force, the placing of the advertising and the work of the advertising man, providing that the article which is to be advertised meets the basic principle of service necessary for this success.

Efficiency is a comparison of that which is with that which *ought* to be. This definition predicates a standard. To determine on a standard for advertising, and to compare the results which the advertising accomplishes with the standard result with which it should accomplish, is a difficult matter surely, yet the manufacturer owes it to himself to protect



The Advertiser's Choice

is, or should be, based on the reader's preference.

Here is a paper whose name would—at first glance—lead you to believe it was a home town medium. But the UTICA

SATURDAY GLOBE

proved so live, so good, that over 100,000 families in over 9 adjacent States want it. The circulation is largely confined to New York, New England and adjacent States.

Over 73,000 in New York State alone, and over 20,000 in the New England States. Adjacent states take the greater portion of the balance.

Note how compact and convenient this thickly settled territory is for the Sales Manager.

The readers of the UTICA SATURDAY GLOBE comprise the well-to-do Small-Town families.

They pay \$2—yearly subscription or 5c per copy—"straight," as the cigar man would say. No premiums. No clubbing rates. No inducements except the quality of the paper.

An advertisement as large as this in the UTICA SATURDAY GLOBE will cost you only 1/30c per home, surely an economical messenger for you.

Why not call on us to present the inventory of excellent reasons why you should unlimber a part of your appropriation through

The Utica Saturday Globe
THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

his advertising appropriation as carefully as he guards his payroll.

The great majority of advertising men take refuge in glittering generalities. If inquiries do not come forward, if inquiries received do not turn into sales, if sales do not show an increase which the money expended on advertising should produce, they fall back on the slogan of "general publicity," and "It is always worth the money whether you get any inquiries or not."

I believe that the advertising agency or the advertising manager of every business should be held to a strict accounting, to as strict a responsibility for the results accomplished as that to which we hold our manufacturing superintendent for the money which we place in his hands for expenditure for labor and material.

There is a certain margin between manufacturing costs and selling prices. This margin varies with the nature of the business. No definite standard can be settled. Whatever this margin, whether sixty-five points or fifteen, a certain amount may be set aside as a justifiable advertising appropriation.

Is this appropriation merely a tax which we have been cajoled into paying, or does it return 100 per cent efficiency, in maintaining or increasing the sales to a point where the appropriation falls inside the margin set aside for it?

I believe that in many businesses this appropriation is merely a *tax*, which is giving considerably less than 50, or 40, or 30 per cent efficiency.

I believe that in the growing businesses a sum should be appropriated yearly, somewhat in excess of the amount which it has been decided can be expended for advertising.

The efficiency of the advertising agency or manager, should then be measured by his ability to increase the sales of the product to the point where the appropriation for the year falls inside the standard margin. If he fails to bring it there, he is inefficient and has failed in his work, just as surely

as the factory manager or superintendent has failed, who does not bring the cost inside of the marks set for them.

Let us take our stand firmly for sales and advertising efficiency in these three phases:

First—From the point of view of the people as a whole—that the article advertised shall render a real *service* which will not increase the cost of living.

Second—From the point of view of the individual manufacturer—that to advertise successfully he must present an article which will render the people service of *increased quality or reduced cost*.

Third—Also from the point of view of the manufacturer—that every dollar spent for sales promotion and advertising must be accountable for *results*, just as surely as every dollar spent on labor or material.

SELLING CONDITIONS ON PACIFIC COAST EXPLAINED

William H. Ingersoll, advertising and sales manager of Robt. H. Ingersoll & Bro., gave a luncheon at the Aldine Club, October 16, in honor of George F. Eberhard, who has entire direction on the Pacific Coast of sales and advertising for Ingersoll watches and several other successful lines. In an informal address, Mr. Eberhard explained the difference between selling conditions west of the Rockies and the rest of the country. He also gave in detail the campaign story of Acme beer and how it substituted modern selling methods for the old brewery way of allowing salesmen to spend \$20 a day in "enter-taining."

Those present at the luncheon were O. H. Blackman, of the Blackman-Ross Company; S. Keith Evans, of the Crowell Publishing Company; David G. Evans, of the Curtis Publishing Company; A. W. McCann, of Francis H. Leggett & Co.; J. George Frederick, of the Business Bourse; L. E. Pratt, of the Passaic Metalware Company; Harvey C. Wood, of Reuben H. Donnelly; F. L. Rogan, of Curtis Publishing Company; W. H. Lough, of the Alexander Hamilton Institute; Clowry Chapman, author of "The Law of Advertising and Sales"; Arthur E. Sproul, of the Powell Correspondence School, and J. I. Romer, of PRINTERS' INK.

Dabney C. McCann, of the Freeman Advertising Agency, Richmond, Va., has joined the staff of the Washington Advertising Agency, Inc., Washington, D. C. Mr. McCann was once associated with the Ben B. Hampton Agency and with Thomas Balmer in the New York office of the *Woman's World*.

BILLBOARD ASSOCIATIONS

SAN FRANCISCO, Nov. 2, 1912.

Editor of PRINTERS' INK:

Advertising is awfully dry sometimes, but anyone equipped with ordinary powers of observation can often find an entirely unintended, humorous side.

The inclosed picture is not "doctored," but is an actual photograph that appeared on Van Ness avenue



during the two weeks' local engagement of Ethel Barrymore in the "Twelve Pound Look."

The question only is: How much does the look weigh that "Ethel" is giving "August" (that's the waiter's name) and is it a look of reproach or desire? August, at any rate, refuses to be separated from his love, a local brew, even by the weightiest look of one of America's most charming actresses. Maybe your readers can supply a solution.

F. J. G.

Paid advertising space to prevent an alleged bear raid on the stock of the Chicago Auditorium Association was recently taken in Chicago daily papers, by R. Floy Clinch, president. The ad recited that a misleading statement had been published concerning an alleged offer for the stock and the facts were stated to prevent stockholders being misled.

Dudley A. Bragdon, of Coca-Cola copy fame, D'Arcy Advertising Company, St. Louis, addressed the Y. M. C. A. ad class of that city, November 14, on "The Construction of Copy."



"I've got to have it then"—

When your printing "job" is rush, the prompt delivery of

HAMMERMILL BOND

adds the advantage of convenience to its great virtues of *quality* and *economy*.

Hammermill Bond is the best paper ever made for the money. Its finish fits it for inter-office correspondence, circular letters, etc., its strength for all office and factory forms that require much handling; while its moderate price commends it for these and every other variety of business stationery.



Specify Hammermill Bond on your next printing order. Or write on your letter head NOW for free book of samples.

HAMMERMILL PAPER COMPANY
ERIE PENNSYLVANIA

WHAT SHALL THE APPROPRIATION BE?

DIGEST OF EXPERIENCE OF T. P. A. MEMBERS SHOWS THAT GREAT MAJORITY ANALYZE THE FIELD CAREFULLY—TENDENCY TO GENERALIZE IS WORST FAULT OF THE MAN WHO ASKS FOR APPROPRIATION—POSTAL RESOLUTION TO BE VOTED UPON

Following its plans adopted for the year's work, the Technical Publicity Association discussed the subject of advertising appropriations at the Hotel Imperial, New York, November 14. G. W. Hall, of the General Electric Company, Schenectady, N. Y., gave the digest of the answers to questions prepared in advance and sent out to members. Answers were received from twenty-one members and included statements of the various items (such as periodical space, catalogues, form letters, exhibits, demonstrations, etc.), each appropriation covered the basis of the appropriation—whether it represented a percentage of gross sales, gross profits, or something else; whether the appropriation was charged to overhead or to expense; whether in these concerns the advertising department was tied down to a fixed-in-advance expenditure or if more money would be forthcoming in emergencies; and what factors the powers-that-be take into consideration in determining the amount.

J. George Frederick, of the Business Bourse, spoke upon the subject from the standpoint of practice in the general field. Mr. Frederick said that he thought the advertising man had been largely to blame for failure to secure adequate funds, because he had not learned how to present facts to the board of directors in language which they could understand. Too many advertising men, he thought, deal in generalities when they should dig to the bottom and bring up tangible reasons for their beliefs. The speaker pointed out the futility of basing an appropriation upon the gross

business done last year, instead of considering the things which needed to be done *this year* and providing enough money to accomplish them. Conditions as they are should govern decisions rather than things as they were. Mr. Frederick mentioned, with commendation, the system of the American Multigraph Sales Company of basing a monthly budget upon the *increase* shown during the previous month over the corresponding month last year. Later, during discussion from the floor, O. C. Harn, advertising manager of the National Lead Company, brought out the point clearly that such a system could be practicable only in connection with a specialty sold direct to the consumer, because with staples and dealer commodities generally, the increase is not known promptly enough to form the basis for the next month's appropriation.

F. J. Low, advertising manager of the H. W. Johns-Manville Company gave a digest of the various articles which have been printed on the subject, together with some suggestions as to the proper way to approach a board of directors with an advertising proposition. Mr. Low's address will be printed in a later issue of **PRINTERS' INK**.

F. R. Davis, of the General Electric Company's New York City advertising department, described his concern's system of setting aside a general fund for periodical advertising, which is a maximum to be used "if needed." In determining the amount of expenditure for other forms of publicity, each product is analyzed separately with regard to the possible market, competitive conditions, etc., and a separate amount is set aside to cover it. These amounts do not, however, represent absolute limits, as an emergency in any one department of the business would demand more money quickly.

Harry Tipper, advertising manager of The Texas Company and president of the association, told how when he became connected with his concern it did not believe in advertising. He wanted an

appropriation for work in a definite territory, and was obliged to analyze the situation thoroughly, promise definite minimum results, and take full responsibility for the outcome before he could get it.

George H. Eberhard, of San Francisco, was present as guest, and spoke briefly on the subject of analysis of sales territories. Mr. Eberhard operates an advertising and sales service for various manufacturers, in Pacific Coast territory, and spoke from his experience in getting trustworthy predictions of sales possibilities. The average sales manager, he said, takes his own narrow experience or that of his own family as a basis, and pyramids upon that when he needs a much broader basis. He asks "how long would it take to sell me the goods, and what methods would be effective?" when he should find out what the actual facts are in the territory under consideration. Mr. Eberhard cited an instance in which he had paid for three separate expert analyses of certain territory, only to find that they were all wrong.

President Tipper presented a resolution endorsing the proposal of the Chilton Company, Philadelphia (published in PRINTERS' INK for October 17), to incorporate in the postal laws a requirement that all publications admitted to the second-class mails print a detailed statement of circulation, showing the number of copies printed, the number sent to paid subscribers, the number to newsdealers, and the number of returns. The resolution is to be voted upon by mail before the next meeting.

PROSPERITY IN CANADA.

The Dominion financial statement for the month of October shows that Canada's prosperity continues unabated. Consolidated revenue for the month aggregated \$14,758,946, an increase of two millions over October last year. For the first seven months of the fiscal year the aggregate revenue was \$96,137,597, against \$76,291,178 last year, an increase of twenty millions. The revenue for the year will eclipse all records and promises to reach \$160,000,000.

The money market indicates the condition of business, and the condition of business is the barometer which shows prosperity or its absence.

Financial Journals show that instead of our farmers borrowing outside capital at 8%, as in the past, they are obtaining local money at 6%. Doesn't this indicate a surplus of ready money?

The always progressive Pacific Northwest is experiencing a period of unparalleled prosperity extending from capitalist to wage-earner.

Take advantage of this situation and advertise your wares to these people who have such great buying power.

The outdoor medium reaches all classes, and is the most economical advertising in existence.

A positive guarantee of prompt, reliable service stands back of every order we receive.

Foster & Kleiser Signs

Outdoor Advertising

Seattle, Wash.
Portland, Ore.
Tacoma, Wash.
Bellingham, Wash.

SEATTLE exports more flour than any other city on the Pacific Coast of the United States.

WANTS FAIRER SHAKE FOR
ADVERTISING

In the *Independent Magazine* dated October 31, there appeared an article by William Frederick Dix, entitled "Is the Cost of Living Really Increasing?" In the course of his recital Mr. Dix blamed advertising for a portion of the increase.

Edward S. Babcox, advertising manager of Yawman & Erbe, Rochester, N. Y., takes exception to the loading of the burden on the back of advertising. His letter to the *Independent* is as follows:

"I cannot pass the matter without taking exception to some of Mr. Dix's statements about the contributing elements of advertising, as he says it has assisted in raising the cost of living.

"In the body of his article I read this:

"A large percentage must be charged up by a manufacturing concern nowadays to cut the cost of production because of its advertising, and the buyer must necessarily pay for it. In other words, the buyer must pay for having the thing he buys made known to and urged upon him."

"There is a back-slap to these statements.

"If, for the sake of argument, we agree that the cost of advertising must be charged up to the consumer, we must also agree that if it were not for the advertising a far smaller volume of goods would be distributed, and the unit cost of those which were distributed would be much higher.

"For instance, if the National Biscuit Company did not have such a tremendous output (developed largely through advertising) we couldn't buy a box of Uneeda Biscuits for 5 cents. On this particular commodity it is probable that the manufacturer charges up to each package sold less than one-tenth of one cent for advertising.

"Is it not good business, good house-keeping and good common sense for each of us to pay this slight premium in order that the manufacturer may produce his product in large volume, a better quality, and distribute more widely.

"Looking at the matter in one way, it is true, as Mr. Dix says, 'That the buyer must pay for having the thing he buys made known to him.' How under heaven is he going to buy a product if he doesn't know about it? How is he going to know about it if somebody doesn't tell him? Does he expect to get information about new products for nothing

"Continuing the Uneeda Biscuit illustration:

"Ten years ago we were buying soda crackers from our grocers, who dipped them out of a big barrel which stood next to a coal oil barrel. We paid just about as much then as we do now.

"By focusing its productive and selling energies upon one product, the N. B. C. brought it to a very high state of perfection, and at the same time reduced it to a very low price. Five cents never bought more soda crackers or better soda crackers than it buys to-day."

UNIVERSITY ACCOUNTANT FOR
NEWSPAPERS

Harry S. Neal, of the University of Kansas, who occupied the chair of typography at Winona Technical Institute in Indianapolis, and who was an organizer of the United Typothetæ of America, will travel through Kansas as university advisor to the newspapers of the State. Mr. Neal has charge of the printing plant of the Department of Journalism.

"For years," says Merle Thorpe, professor of the Department of Journalism, "industries, callings and professions have demand of and received assistance from the university, and surely no profession or calling is more of a social factor or is more worthy of the university's state service work than that of the editor-publisher.

"The editor-publisher has for fifty years chronicled the success of other men who won out by running their business on a scientific and systematic basis, yet in his dual capacity he has not had time to systematize his own peculiar business. Kansas editors, at least, have awakened to the fact that the reason that eighty-five per cent of their plants are mortgaged is due solely to haphazard methods, and through their editorial associations, have called on the university for aid. To help them, the Department of Journalism will send out its expert to suggest to them improvements in their methods."

A hint of the revolution that Mr. Neal's work will mean to the newspapers of Kansas came in the first office that he entered in starting his work. Here he found that one editor had been selling advertising for 8 cents an inch that cost 11 2-3 cents an inch to set up and distribute. And the editor had boasted for three years that he carried more advertising than any other paper of its size in the state, and believed confidently that he was making a fortune.

"New Type for Old" is a phrase that the Kansas publishers are beginning to associate with the Department of Journalism, and hardly a day passes but some editor sends in to the university his worn fonts for fresh material. The product of the university's monotype is exchanged for the old metal, and the pleasure of Kansas printers, who receive the bright fonts, leaves no doubt as to the success of this phase of the state service work. At present, the small newspaper fonts of 6, 8, 10 and 12 point are offered in exchange, but before a month passes head letters and advertising type as large as 36 point will be sent out.

WARD & GOW SETTLEMENT

It is understood that Artemas Ward has settled the litigation which existed between himself and his late partner, and which has continued for almost five years, by paying considerable money.

Mr. Ward, trading under the name of Ward & Gow, has conducted the business for the past five years, and will now continue to do so without the friction attendant on long litigation.

It is understood that the settlement involved about \$1,000,000.

Decorah-Posten og Ved Arnen

Are You Acquainted With This Heading?

If you are not a Norwegian or an advertiser using the Posten, you probably never saw it before. Still it is the most **WIDELY KNOWN NEWSPAPER HEADING** among the Norwegians and Danes in this country.

Consider the following facts carefully at your convenience, and we believe you will agree with us that the DECORAH-POSTEN has merits as an advertising medium, which are, perhaps, not shared by any other publication.

1. The DECORAH-POSTEN guarantees a circulation of about 39,000, and has a larger circulation than that of any other Norwegian newspaper.
2. The POSTEN reaches the homes of more than 39,000 Norwegians in the Northwest—chiefly farmers.
3. The census shows that 80 per cent of the Scandinavian farmers own their farms—67.2 per cent of the white Americans do. Samuel G. Iverson, state auditor, says that two-thirds of the farm property of Minnesota is owned by Scandinavians. Figuring these farms at five to ten thousand dollars each, you will readily see that the Norwegian is the man with the money bag,—the man that "high cost of living" doesn't bother.
4. There are no Norwegian agricultural papers or magazines of general circulation in the United States.
5. We have records to show that you cannot reach the Norwegians by using English publications.
6. No fake, objectionable medical or liquor advertising is accepted.
7. The Norwegian is noted for thrift and prosperity, and there are fewer illiterates among the Norwegians than any other nationality.
8. There are 2,500,000 Scandinavians in the United States. 80 per cent of them live in Iowa, Illinois, Wisconsin, Minnesota and North and South Dakota. 40 per cent of the population of Minnesota, for instance, is Scandinavian.
9. The DECORAH POSTEN is 38 years old.

B. ANUNDSEN PUBLISHING COMPANY
DECORAH, IOWA

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Philadelphia Office: Evening Bulletin Building. THEODORE E. ASH, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

New York, November, 21, 1912

Mr. Mix's Indictment Against

It will be news to readers of PRINTERS' INK that the average family of five, struggling along on an income of \$600 to \$700 per year is condemned to pay an advertising tax of \$10 per year. It will be news because, in the first place, it isn't so. Yet that was one of the ideas which Melville W. Mix promulgated in a recent address before a body of advertising men, printed elsewhere in this issue. A careful reading of his remarks leads irresistibly to the conclusion that Mr. Mix is badly mixed.

Who is Mr. Mix? He is president of the Dodge Manufacturing Co., a large concern at Mishawaka, Ind., making power transmission machinery and with sales branches in eleven cities. He is also president of the Manufacturers' Bureau of Indiana, a director of the National Association of Manufacturers, an organizer of the Efficiency Society and chairman of the Advisory Board

of the Ad-Sell League of Northern Indiana and Southern Michigan—surely an imposing array of titles which justify great expectations of Mr. Mix. We do not know what kind of advice the Advisory Board of the Ad-Sell League has been handing out, but if it is in line with its chairman's latest speech, we wonder that there are any advertisers left in Northern Indiana or Southern Michigan.

Mr. Mix's speech is faulty in logic and mischievous in tendency. Its logic is faulty because it is based upon mistaken premises. It is mischievous because there are likely to be echoes of it in the halls of Congress or wherever the "higher cost of living" comes up for debate. It will be very convenient for amateur political economists to quote Mr. Mix as an authority for the statement that the families of the poor are being taxed \$10 per annum to provide for extravagant advertising. For lo! these many years non-advertisers have claimed to be able to give better value for less money because they "saved" all that great advertising expense! Now they will have someone to quote as an authority.

Mr. Mix cites the higher cost of package goods such as oatmeal, crackers, bacon, etc., apparently a reflection on H.-O., Quaker Oats and the other breakfast foods, the National Biscuit Company, the Loose-Wiles Company and the Beech Nut Packing Company. Yet these concerns are notably efficient and successful. Our critic would have us believe that such manufacturers are through their advertising encouraging the poor man to waste pennies which should go for more nourishing food. How many jars of Beech Nut bacon does Mr. Mix imagine are consumed by his typical family of five with an annual income of \$600 or \$700? And as for crackers, the old method of dispensing them in bulk resulted in their becoming broken, mouldy and wasted. Now, in an air-tight package, every last crumb is good to eat. If it is wrong for advertisers to advocate higher stand-

ards of living, then it is also wrong for schools, colleges, libraries, churches, newspapers, magazines, theatres, etc., to educate the masses of people to want more than they can apparently have.

But granting, for the sake of argument, all that Mr. Mix asserts, what is it that he would have us to do about it? Shall we revert to the condition of primitive man, junk our automobiles and our talking machines, or shall we forthwith introduce some form of socialism which will abolish competition and substitute nation-wide co-operation? What is the individual manufacturer to do about it? His competitors will not stop competing—the law says there shall be no combination. He must compete, no matter at what cost to all concerned. And competition means sales promotion and advertising, more and more of it, efficient here, wasteful there, but on the whole with increasing efficiency and lessening waste. If Mr. Mix can point out some better way of handling distribution than the existing method, or if he can suggest a means by which advertising now thirty or forty per cent efficient can be made sixty or eighty per cent efficient then we can assure him of a mighty attentive audience. But until he has something better to offer, there seems little use in reproaching advertising and the other twentieth century methods of merchandising.

PRINTERS' INK says:

Sometimes we buy advertising, sometimes we buy space, and sometimes we buy experience.

The Unexpected in Advertising Much is said about the uncertainties of advertising, with emphasis often on the disappointments—the poor returns from the copy or the plan that looked so promising.

There is, happily, another side. The publisher of a country weekly was telling not long ago of an experience with the advertis-

ing of a manufacturer of machinery. There were only a few users of such machinery in the circulation of the country weekly, but somehow this publisher got an order from the advertiser. Before the advertising had been running a month the publisher was greatly pleased to receive a letter in which the manufacturer said he felt it was his duty to report that a large order had been closed as the result of his appeal in the little country weekly. It happened that the advertisement went in at the "psychological moment" so often mentioned, and the order was large enough to warrant a year's advertising in the medium.

It is not uncommon for a courageous advertiser to discover paying mediums among publications that looked far from promising. The expected does not always materialize, but the unexpected does something toward restoring the balance.

PRINTERS' INK says:

Some men speak of the "executive conference" when they mean the debating society.

Dealers Demanding Fair Profits Retail grocers are becoming more and more insistent on their

rights to be heard by the manufacturer in matters concerning prices, selling plans, etc. A few months ago the Wisconsin Association, addressed by T. P. Sullivan, a former national president, passed resolutions disapproving of goods on which the retailer is not allowed a just return. The Ohio Retail Grocers' convention, recently held, has gone a step farther, and put itself on record as opposed to "free deals," and favoring new laws against misleading advertising, besides urging strongly that manufacturers and jobbers distribute "only goods which can be sold at a fair profit."

Such concerted action as this will secure speedy attention from the manufacturer, who cannot overlook the fact that problems affecting the trade of the retail merchant are also his problems.

No doubt much of the profit-lacking distribution, and "free-deal" selling of a few years ago is disappearing, but live-wire convention work by serious-minded retailers is going far towards putting the trade on a solid footing as regards these policies. Few advertisers can afford to ignore a well-organized plea from the retail field for truth-telling in advertising, profit in the goods themselves, and freedom from the burden of the entanglements of a "free-deal" system of distribution that forces the market but *does not distribute*.

The grocer is no longer a "yap." He is developing into a shrewd human being, with a nose for the news of what is good in merchandising. He can help advertising to justify itself in just such direct ratio as advertisers provide for him fairly in their plans.

PRINTERS' INK says:

Some people analyze a subject as Willie analyzed his stem-winder—with about the same understanding of what to do with the pieces.

Profit-Sharing Developments A few weeks ago PRINTERS' INK told how the Goodyear Tire and Rubber Company encouraged its sales force to special efforts by holding before them the opportunity to pick up at par a valuable stock interest in its close corporation. This method, while quite uncommon, is not, by any means, the first instance of the sort on the part of a large corporation. Swift & Co. has for some years afforded to its employees—among them members of the sales force—a special opportunity to acquire stock. There are a respectable number of other examples.

Profit-sharing with other employees appears to be gaining in favor, despite the criticism of F. W. Taylor and other efficiency experts.

This year 36,946 Steel Corporation employees subscribed for a total of 30,619 shares, at a price somewhat under current quotations. Republic Iron & Steel Com-

pany recently made similar allotments. United States Rubber, National Biscuit and Du Pont Powder are among others doing the same. Most of the companies are also offering bonuses to those who retain the stock.

The *Wall Street Journal*, which has been looking over the situation, says:

Comparatively few large corporations adopt the policy of distributing large cash bonuses among their employees, unless safeguarded by various restrictions. Especially is this the case with corporations employing foreign labor. Experience has shown that a large number of foreign employees will return to their native countries immediately upon receiving a substantial cash bonus. The Youngstown Sheet & Tube Company, which has distributed over \$500,000 among its employees since 1910, has had trouble in this way and has fortified its future profit-sharing system with additional restrictions.

Eastman Kodak recently distributed a cash bonus of \$500,000 to its employees. Sears, Roebuck has adopted a profit-sharing policy that will tend to keep its employees with the company. After five years' service each employee receives five per cent of the previous year's salary as a bonus, and this percentage is increased one per cent each additional year up to ten per cent.

The pension system, which may be regarded as a variation of profit-sharing, is also being more and more taken up. This, like most of the profit-sharing, chiefly has to do with the industrial employees and only indirectly concerns the sales force.

The skepticism of the efficiency experts in respect to profit-sharing relates more to the possibility of increasing production than to keeping the employee.

That there is another side to the practice is shown by the experience of some of the employees of the McCrum-Howell Company which recently went into the hands of a receiver. These employees bought stock in the vicinity of 50 points, it is said, and probably have it still.

The experience of some employees of the United States Motor Company is along the same lines. One just reports that he would have been \$6,000 better off if he had not believed the glowing promises of the company's president. Others fared little better.

SCIENTIFIC AMERICAN

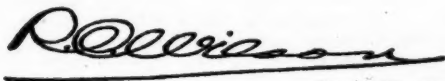
38,528 AUTOMOBILISTS

A detailed canvass of all Scientific American subscribers of record in Cleveland, St. Louis, Cincinnati, Minneapolis, St. Paul, Buffalo, Rochester, Hartford, Denver and Chicago, shows that there are actually 54% automobile owners, plus 15% specifically indicated future buyers—a total of 69%.

Apply this percentage, if you will, to the average net circulation of the Scientific American and the assay will be 38,528 automobilists.

Frankly, I do not think it would work out quite this way for the entire subscription list,—but the figures are impressive any way you look at them.

Three 800-line pages, \$1200.



General Manager.

MUNN & CO., Inc., Publishers,
361 Broadway, New York.

A. T. SEARS, Jr., *Western Manager*,
People's Gas Building, Chicago, Ill.

**15th Annual Automobile Number,
January 11, 1913**

HOW TO WRITE ADS FROM THE BUYER'S VIEWPOINT

GET OUT INTO THE FIELD AND OBSERVE CUSTOMERS AS THEY COME TO DEALERS TO PURCHASE—MANUFACTURERS WHO HAVE ACTED UPON VITAL HINTS THUS RECEIVED

By Ernest Cohn,

Adv. Mgr., Kahn Tailoring Company,
Indianapolis, Ind.

Ads that call to mind the familiar things of life in an unfamiliar way, that trip up the pride, stir up the memory and wake up the mind of the customer, are the kinds that keep up the business of the advertiser.

To achieve this end the ad writer (and by that term is meant every one who in any way comes in contact with the advertising of the house, including the artist, the scribe and the sales manager) must see with the buyer's eyes, not with his idea of what the buyer's eye should *want* to see.

Write your copy around your product as *you* see it, and you appeal to the very class you should repel. What is worse, you are apt to repel the only class you have a chance to *sell*.

For the only one who can appreciate the delicate construction, the perfect manipulation of your product from raw material to finished fact, the only one who can understand the massive machines that turn it out to a nicety, the only one who really knows what you mean when you go into details of construction—is the man who is himself engaged in the same industry, or a similar one. And *that* man isn't your typical customer.

You cannot stir your prospective customer until you get a ground-floor idea of what fancies and foibles, what whims and caprices are constantly in *his* mind—the mind of the average man or woman of the class to whom you are appealing.

Admitting this, the question arises, "How can I put myself in my customer's place? What modern legerdemain can I use that will infuse in my eyes the

seeing power of my customer?" And the answer is: "Let your customers *teach you* how to sell your goods. Go to your customer for selling ideas."

You yourself have your nose so close to the grind-stone that you cannot see around it; you see only the unappealing details of manufacturing and not the broad horizon of the uses of the articles on which you specialize.

You know why that which you manufacture is better than that of Jones, that of Smith and of Johnson, but you don't know why that betterness appeals to your customers unless you know exactly how your customers use the article.

One day the head of a large frame house—more for recreation than reason—made a tour of his dealers in a nearby city. While chatting with the head of one of these establishments he was forced to stand aside until the dealer waited on a customer. This lady had literally fallen in love with a beautiful Florentine frame displayed in the show-window. Her desire had been stimulated to the extent that she had entered the store to price the article—but for some reason the dealer could not close the sale. The lady liked the frame—but the fact remained she had no picture which would fit it—neither would she consent to purchase one for the purpose.

Just as the customer was about to leave the store, a happy thought struck the manufacturer—who had been an interested listener. Stepping forward as though he were the proprietor, and with a knowing wink to that individual, he said: "Just a moment, madam; I believe I have exactly what you want. Won't you be seated until I go to the stock room and look it up?"

Hurrying to the rear of the store, he had one of the clerks bring a duplicate of the frame under consideration, and fit it out with a cheap print that he imagined would appeal to the customer in the front of the store. Carrying it forward, he said, "Here, madam, is the identical frame, which we happened to have re-

turned with a picture in it, because the person who bought it finally decided to take something cheaper. Of course, we *should* charge you extra for this picture, but inasmuch as it is already in the frame and we don't care to rip it out, I will let you have it—frame and all—for the price of the frame alone."

The deal was closed and after the pleased customer had left the store, Mr. Manufacturer handed the merchant a twenty-five cent piece, which covered the cost of the picture. Then he returned post-haste to his factory and fitted up a line of sample frames with cheap but attractive pictures, bought in such large quantities that he could afford to give them away for the extra selling-incentive which accrued to the line.

Now it is a part of his fixed policy to do this very thing, and yet had Mr. Manufacturer not gone out to the trade and seen his selling problem as his customer saw it he would still be back in the same old rut without the added inducement of a picture-fitted frame to close the sale.

A somewhat similar example was brought to light recently during a conversation with an astute haberdasher, who told the following story. Said he: "I have had quite a run on matched sets of ties, kerchiefs and hose in the same color. One day a customer who had purchased a set in lavender, said, 'Now I want one of those delicate green ties so that I can alternate occasionally and relieve the monotony.' When he left I dressed my window with numbers of the matched sets, each with an added tie of a different shade that harmonized, and have since found it very easy to sell the *extra tie* in addition to the three-piece set." Some day a *manufacturer* of these commodities will learn the same lesson—but scarcely until he gets "out on the firing line."

Another case is that of a tailor who happened to overhear a lady in the street car complaining that if custom had not decreed to the contrary she would like to ac-



When Advertising Was in Its Swaddling Clothes

In the early days when advertising, as a rule, was not taken seriously, the makers of

1847

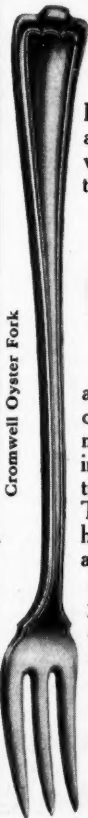
ROGERS BROS.

*"Silver Plate
that Wears"*

appreciated the value of keeping this trade mark before the public in the popular publications of those days. Today it is, as it has always been, the accepted standard in silver plate. When you are asked to cite an instance of persistent advertising, you certainly can point to **1847 ROGERS BROS.**

INTERNATIONAL
SILVER CO.,

Successor to
Meriden Britannia Co.
Meriden, Conn.



A Real Job

For a Real Man

A certain advertising man needs a young understudy who can soon crowd him out of his job into a better one.

This understudy must have the habit of work—a quick grasp of fundamentals—ability to plan work for others—force and sympathy enough to get his plans through.

As to experience—well, that is good, but the big need is for a man with the right idea plus a little practical knowledge and rather a broad viewpoint.

The concern is large and growing. The job eventually is the one the Chief now has. The salary from the start will be nearer the Chief's than he would like to have it known.

Address,

"Understudy"—Box 28

Care of

Printers' Ink

company her husband to the tailor's to help him select his clothes. Both she and her husband admitted that her taste in clothes-buying was superior to his, but both felt that she should not enter a men's-only establishment.

This tailor immediately got in touch with a letter-writing firm and drafted a letter inviting the ladies to come with their husbands when the styles were selected and the fabrics chosen. Not only did a few ladies actually respond by accompanying their husbands to the tailor-shop but the letter was looked on by many of the recipients as a "stunt," and passed around from friend to friend as something new in tailor-shop advertising.

Then a large tailor-to-the-trade house passed the idea on to its thousands of dealers—with added sales-stimulation all along the line.

And here is still another similar experience. A maker of wagons who had built his ads around that buncombe personality idea of the "Big I," made it a practice to visit county fairs at which his product was displayed. On one occasion he chanced to hear a farmer remark that it looked like a mighty good wagon but he had bought *his* from a man advertising in the *Blank Gazette* who told what the wagon would do for the farmer, not what the maker did to the wagon. And now this man's copy goes into details of farm-service—not manufacturing items.

These examples prove that the customer *can* be of help and raise the big question of, "How can the customer help me write my ads?"

The ways are many and simple, but the simplest is to follow the footsteps of the frame manufacturer mentioned above, who tore himself loose from his desk long enough to visit among his dealers and "look on" while sales were made.

Another method, favored particularly by the manufacturers of food stuffs, is to hire bright and capable women to make experiments—judging the result by what they would expect of the

article in their own kitchens, and turning over their data to the advertising department.

Other manufacturers who are on the lookout for new selling phases and new uses of the product which may be suggested by casual customers offer in their house-organ to pay prizes to the salesmen who pick up such information in their daily handling of the product. Still others offer prizes for similar information from the users themselves. But after all, the simplest and best way to see through the customer's eyes is seeing the customer himself at the time he buys.

MISLEADING ADVERTISING AS NEWS

Under the news head, "Firm Produces Pearl Artificially—Remarkable Imitation of the Precious Stone Made by Layer Process," a New York daily recently published an article which was nothing more than an advertisement for one of those firms that have been aptly described as dealers in "near jewelry," giving the full name and address of the concern which is supposed to be the producer of these "marvelous" imitations of the Queen of Gems. There were no three stars (***) connected with the item or anything to show that it was not a news item instead of an advertisement pure and simple, and the misleading quality of the text puts the paper in a position of being responsible as a newspaper for the harm such statements do to the jewelry trade as a whole and for the confusion which they cause in the minds of its readers.

This tendency on the part of newspapers to talk of the various kinds of imitation gems as "artificial reproductions of the original stone," as "duplicates of Nature's handiwork," and similar designations, which lead the public to believe that the gems in question are in a class little less low than the gems themselves, has often been deplored. Even the acceptance of advertisements (as such) which make statements of this kind we consider bad business policy; but for a metropolitan daily to accept an advertisement and print it as news, without anything to indicate that it was not a regular news article gathered by its staff, seems to us to violate even the loose standard of ethics on the subject of the publication of paid reading matter which even the most careless papers accept.—*Jewelers' Circular*.

The National Mouth Hygiene Association is using motion pictures to promote the care of the teeth. A film entitled "Toothache" is sold to dentists' associations in various parts of the country and exhibited in the regular motion picture theatres.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD-HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

Over One Billion Dollars of Manufactured Products Are Now Exported a Year

And this trade is increasing at the rate of ONE HUNDRED MILLION DOLLARS A YEAR.

Are you getting your share of this trade?

Our business is to supply you with a service that will help you realize your export possibilities. We are doing it for 700 other American manufacturers.

Do you know what this service is?

American Exporter

135 William Street
New York

THINK-TANK FOR RENT



It is a well-equipped "idea factory" operated by a successful ad man.

It contains the experience gained from 6 years in advertising, 4 years designing decorations and illustrations for advertising purposes, 4 terms (night) Penna. Art School, 8 years in the printing business.

It has conceived and executed successful plans, produced effective copy, booklets, etc., and handled various phases of advertising.

It is producing satisfactory returns for its present lessee, but circumstances make a change desirable.

If interested, write "Think-Tank," Box 32, Printers' Ink and ask any questions you may wish—also, say a few things about yourself.

TRADE MARKS—

The Cog Wheel That Makes Business Success!

Your trade-marks are the all-important cog wheel between you and millions of consumers you are trying to sell. Can you keep it in place?

If Your Trade Mark

is used by another, liken it to a cog wheel out of mesh. Are you spending money in advertising and sales promotion to give power to a cog wheel with broken teeth? It is *your* business to drive the cog. It is *our* business to protect it.

FREE

Copy of U. S. Law and the Trade-Mark News

Write today on your business stationery and we will send the U. S. Trade-Mark Registration Law, a copy of the Trade-Mark News, containing up-to-date information for advertisers and trade-mark owners.

TRADE-MARK TITLE CO.

233 Physician's Defense Bldg.
FORT WAYNE, INDIANA

"Marks of Trade That Stand for Grade."

NO CHAIN STORES FOR SHOE MACHINERY CO.

UNITED SHOE MACHINERY Co.
BOSTON, MASS., Nov. 11 1912.

Editor of PRINTERS' INK:

I have just been reading paragraph on page 68 of your issue of November 7th, headed "Shoe Machinery Company's Chain Stores in Canada," which contains the following statement:

"Advertisements appearing in the leading newspapers of Canada announce the establishment in the principal Canadian cities of the 'United Co-operative Stores, Ltd.,' a chain system being organized by a subsidiary company of the United Shoe Machinery Company."

and, continuing:
"The move is said to be in retaliation for the recent Canadian trust legislation against the United Shoe Machinery Company"

As a matter of fact there is no foundation whatever for this statement, which doubtless comes either from the New York *Journal of Commerce* or the Montreal *Herald*, where it first appeared. The first we ever heard about the "United Co-operative Stores, Ltd." was from despatches from Montreal, all of which seem to have been taken from the Montreal *Herald*, which printed the original advertisements. What it is, or who is behind it, we know as little about as you do.

The misapprehension may have arisen originally from the fact that the advertisements which appeared were headed "U. C. S." in letters somewhat resembling our own trade-mark; whether intentional or not, we do not know.

As the advertisements appeared simultaneously with the publication of the decision of the Board of Inquiry in the shoe machinery case, it is obvious that the project could not be "in retaliation" and, so far as the decision of the board is concerned, you will find on reading it that it is in the highest degree commendatory of the service and methods of the company, although suggesting modification of our leases at a single point.

L. A. COOLIDGE,
Treasurer.

D. A. Reidy, publicity director of J. J. Gibbons, Ltd., Toronto and Montreal, in a letter to PRINTERS' INK, also denies that there is any connection between its clients, the United Co-operative Stores, Ltd. and the United Shoe Machinery Company. He gives the following interesting information:

The United Co-operative Stores Limited is a Canadian corporation with a paid-up capital of half a million dollars subscribed by local capitalists, none of whom are directly or indirectly connected with the United Shoe Machinery Company. The plan is to concentrate the buying of a number of retail shoe stores through a single headquarters and in that way reduce the cost of goods.

We have at present fourteen stores located at Montreal, Toronto, Winnipeg and Vancouver. Others will be taken on from time to time as desirable locations are secured.

This is a purely mutual movement, each store proprietor being a stockholder in the company. It is expected to sell shoes at a uniform fixed profit above cost, which will be less than formerly, and in this way the business should be increased considerably in volume.

The advertising will be managed from our headquarters at Montreal and the same copy will be used in all the cities where we have stores.

So far from the Canada shoe manufacturers being "generally alarmed at the new move," we think they are rather pleased. At all events, they are sitting around pretty close, waiting to get the benefit of our orders.

BUFFALO AD CLUB ADVERTISES ADVERTISING

The Buffalo Ad Club started a promotion campaign on November 4. Buffalo newspapers have donated space and advertisements fathered by the club are appearing once a week. Street cars, programmes and directories will be used as well as the newspapers.

An idea as to just what the ad club is trying to accomplish may be gained from some of the text which is to run in the street cars. Included in this copy are the following:

"If an untruth in an advertisement is discovered, your reputation as a falsifier is permanently established. Honesty in advertising builds business."

Another card reads: "Some kind of advertising will help you. Find out what kind—right away. Make it easy for everybody to know your business. Advertise!"

A third street railway display says: "You want more buyers and more days when buyers buy freely. Carefully planned advertising will accomplish this. We have nothing to sell; this is a suggestion. Some of your competitors will adopt it."

In addition to the advertising campaign there will be several luncheons each devoted to a different line of business. Speakers will be chosen for these luncheons who are particularly fitted to tell how the particular business selected for the day may be properly advertised.

McCLURE'S PURCHASE OF THE "HOUSEKEEPER"

The article printed on page 13 of PRINTERS' INK, November 7, gave the details of the purchase of the *Housekeeper* by McClure's Incorporated.

While the facts in the article were all correct, a printer's error caused the heading upon the item to read, "McClure's Incorporated Acquires the *Ladies' World*." This latter publication was purchased by McClure's Incorporated a year ago; and the purchase of the *Housekeeper*, to be consolidated with the *Ladies' World*, occurred two weeks ago.

Here is a rather strong endorsement of

PHYSICAL CULTURE

from the oldest and most efficient advertising agency on the Pacific Coast. They speak from experience.

"We have always looked upon Physical Culture as one of the few publications in this country that we can recommend to our clients without a moment's hesitation. Physical Culture has a definite field and appears to be occupying it to the best advantage. I wish we were able to send you more business from the Pacific Coast and we expect later to be able to do so."

Very truly yours,

(Name furnished upon request.)

New York Office: 1 Madison Avenue

O. J. ELDER, Manager

Chicago Office: People's Gas Building

W. J. Macdonald, Manager

Quality Circulation Brings Returns

6 Cents a Line

Buys Space in

THE NEWS LEAGUE

covering Dayton and Springfield, Ohio, to the extent of 75 per cent of the homes of each city.

Circulation now 43,000
with NO DUPLICATION

At 4½ cents a line the Dayton News gives more publicity than all other Dayton papers combined.

News League of Ohio

Desk R, Dayton, Ohio.

New York—LaCoste & Maxwell,
Monolith Bldg.

Chicago—John Glass, People's
Gas Bldg.

The Little Schoolmaster's Classroom

"Nobody likes orange," says Professor B. F. Williams, speaking before the Des Moines Ad-Men's Club, and then he adds: "Woe be it unto the man who dresses his circulars in yellow, in orange or in green, for these colors not only have been shown to be unattractive but are decidedly repulsive to a large number of both men and women."

Indeed! This probably explains why orange and orange-red are favorite colors with experienced designers of advertising matter as a companion color for black text. The professor will have to go a little further before it will be generally accepted that these colors are to be avoided or that a nice green cover, with white lettering, would not be ideal for a catalogue of such goods as refrigerators. Time and again orange is used effectively as a background for posters, and the color is regarded by poster men as perhaps the strongest they use. Who has heard of the woe that has fallen to the lot of the advertiser who dared to use this color? The professor says in closing that the advertising world seems inclined to look on the scientist as an impractical man. The Schoolmaster thinks that the advertising world is more and more inclined to lend an ear to what men of science have to say, but no one can be blamed for regarding as impractical the general statement here quoted.

* * *

The more the Schoolmaster studies small advertisements, the more he is convinced that they succeed or fail largely by reason of their headlines. The big advertisement may force itself into attention by its very size. The small advertisement must depend on apt wording and careful displaying of a good headline, or perhaps on that and an illustration. Pick up a copy of a news-

paper and run over the small advertisements. See how commonplace, how lacking in news value or general interest value most of them are. "When in Need of Anything," "A Dollar Wisely Invested," and so on. When people are searching for an advertisement of a certain kind, these ordinary headlines may get in their work, but comparatively little searching for advertisements is done. Most advertisements have to force themselves into attention or they don't get the attention. So this is a

How to Accumulate \$1,000.00

Not a difficult thing to do. Buy one of our Easy Payment, Profit-sharing 5% Coupon Trust Bonds, paying interest semi-annually, and issued in denominations of \$1,000.00, up.

Write now for our Free Booklet *De Luxe No. 24*

It describes our new method of saving.

GUARANTEE TRUST AND BANKING CO., Atlanta, Ga.
Bond Department Established 1899
CAPITAL \$500,000.00

A GOOD HEADLINE

good question to ask yourself: "Will this headline compel a reading from the man or woman I am trying to interest, provided the page is glanced at?" The little advertisement of the Guarantee Trust and Banking Co. will meet that requirement. "How to accumulate \$1,000" is the aim of a great many people, so the idea itself strikes home the first time.

* * *

You don't have to have a long list of descriptive words and sentences to make good, realistic copy. Just read the following:

"Skipper Sardines are the finest Norwegian sardines that come to this country from a land that packs the finest sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them."

Had the writer of this copy tried to "lay it on thick" with several more sentences of praise, or had he tried to give an eloquent turn to his language by talking of the "wonderful little fish from this glorious, briny sea of the great North," he would have spoiled it all. Watch the work of the master copy-writers, and you will see that they get their good effects with simple, sincere sentences—a few telling words here and there.

Theodore Low DeVinne, in giving advice to printers about simplicity in the composition of type, said that they should remember that when attention is diverted "from matter to manner" there is danger of the real object of the composition being overlooked. The advice is pertinent to writers as well. To be sure, we admire cleverness in a way, but the stuff that seems earnest and truthful is more likely to separate us from our money.

Referring again to Skipper Sardines: It's a pity that the

word "skipper" has two meanings—one of which refers to a species of maggot. Those, who have had experience in handling meats, are likely to think of unpleasant things when the word "skipper" is mentioned in connection with a food product. The advertiser has done wisely to keep the picture of the old skipper in his copy, but then it seems that not everybody knows that a navigator is called a skipper. All of which goes to show that the selecting of a name for a product is an exceedingly important bit of work.

* * *

Copy is often weak just because the writer of it didn't get the correct view of his problem—didn't see clearly the habits or sentiment of the people he wanted to influence, didn't consider carefully enough the action that an advertisement might be expected to induce, didn't recognize that the style of argument that is effective in promoting the sale of one product may not well be

**We can increase *your* Pacific Zone
Sales in *your* name and in accord
with *your* policy more efficiently
than a costly "branch" can do it.**

**Ask W. H. Ingersoll
of Robt. H. Ingersoll & Bro., what we have
done for the sale of Ingersoll Watches.**

"Eberhard Service"
THE GEO. F. EBERHARD COMPANY
Incorporated 1891
Introducing - Advertising - Selling
SAN FRANCISCO

Seattle

Los Angeles

Portland

adapted to the exploitation of other products.

A mail-order advertiser of trousers sees a letter that was sent out by a local tailor to a list of patrons. The letter offered



Some Advertisers

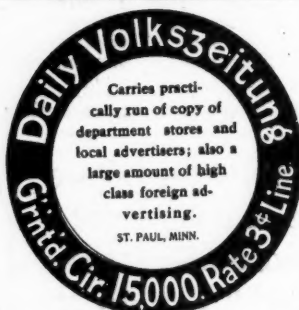
buy circulation.
Successful ones
buy purchasing
power. That's what we sell.

THE PITTSBURGH POST

Daily and Sunday

Emil M. Scholz, General Manager

CONE, LORENZEN & WOODMAN,
Foreign Representatives.
NEW YORK. CHICAGO.



Edw-Edz

Celluloid

Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes. Write for Samples.

STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia

a reduction on two pairs of trousers made up from the same measure at the same time, and described attractively a lot of remnant patterns containing only enough for one or two pairs of trousers, the goods being on display in the tailor's windows at the time. The letter brought good returns. So the mail-order man tries that scheme in a follow-up letter sent out to those on whom his preliminary solicitations have failed. He has evidently given no consideration to the fact that there is a vast difference between his appeal, sent out to people who have never done business with him, and the local tailor's offer, addressed to old customers. He hasn't figured out that if he is not able to land an order for a trial pair of his trousers, his chance of landing an initial order for two pairs is exceedingly small. When you get down to it, the difference between the problems of these two advertisers is a big one; and the treatment must be different.

* * *

Who says that the days of stunt advertising are not passing and that the rational, educational copy is not more and more in demand? The general manager of one of the leading advertising agencies of America tells the Schoolmaster that what his agency needs just now most of all is a copy chief of the "new school"—he who believes in investigations, in service, in human interest, informing copy rather than in stunts or mere pretty pictures. And apparently men of this class are not plentiful.

* * *

Lest we forget, somebody rises at regular intervals to tell us how inefficient the "mere writer" is in the field of advertising; and when this critic of writing ability describes the mere writer he invariably pictures the man of the big-word, oratorical style who writes merely to sling language and without any fixed purpose. Such a one is really not an effective writer. Of course, nobody argues that a knowledge of other things besides language is essen-

tial to the man who would write effective advertising matter, but the truth is that many of those who have become effective writers of other kinds of composition could probably have done well as writers of advertising matter had they chosen to devote themselves to such work. Who does not believe that Edward Bok, Richard Harding Davis, E. Phillips Oppenheim, and other such writers could not have moved millions by their advertisements had they chosen commercial literature as their field? Writers of advertising copy can take a fine lesson from the fiction writers in the creating of headlines. Think of the interest value in "The Man Who Would Be King," "Without Benefit of Clergy," "The Wind Before the Dawn" and other such titles. These masters of story-writing know how to get attention and how to develop it, and that is also the big job of the writer of advertising copy.

* * *

If the old method of selling won't work, experiment with a new plan. You may find out something. H. E. Cleland, of the Hill Publishing Company, tells very interestingly of how the sales of an indicator costing \$78 were greatly increased by a new plan of selling that appealed to the engineer of the power plant to buy the instrument rather than to wait for his firm to do it. It was put up to the engineer that the owning of an indicator meant more efficiency for him, meant that he could show the saving his work brought about and could ask more money for himself. And the argument wound up with the offer to sell these indicators on the installment plan, five dollars a month. Such a radical plan almost took away the breath of the manufacturer, but it worked and worked finely. So there you are!

PIERCE WITH MINNEAPOLIS "TRIBUNE"

Gerald Pierce was given a dinner by advertising friends of Chicago at the Blackstone recently. He goes to the Minneapolis *Tribune* as advertising

manager, a place he held a number of years ago. He was business manager of the *Chicago Record-Herald* recently and formerly with the *National Food Magazine*.

Here Are 397 Retail Merchants

with over 50,000 consumers

Dry Goods Stores	36	Confectioners	20
Grocery Stores	55	Clothiers	30
Druggists	27	Haberdashers	30
Hardware Stores	6	Jewelers	20
Stationers	12	Wholesalers	5
Tobacconists	25	Miscellaneous	131
Total.....397			

These 397 retail merchants are patrons of the Janesville, Wisconsin, Daily Gazette; the 50,000 consumers are buyers at these 397 stores. You can reach these 50,000 consumers with your article quickly. Money is plentiful in Southern Wisconsin. The Janesville Daily Gazette is a puller for business. Let us prove it to you.

THE JANESVILLE DAILY GAZETTE

A. W. ALLEN, Western Representative
156 Tribune Building, Chicago, Ill.
M. C. WATSON, Eastern Representative
Flatiron Building, New York, N. Y.

SALVATION OF MANY

Firms in the financial panic
of 1907 was

PARTNERSHIP LIFE INSURANCE

Guaranteed annual saving on premiums 20 per cent on this and other forms.

J. A. STEELE, 430 W. 118th St., NEW YORK

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

INLAND ADVERTISING AGENCY

C. L. Watson, President

501 McCORMICK BLDG., CHICAGO

Complete selling plans, Newspaper and Magazine Advertising. High Class Catalogs and Booklets. Let us send you "Demonstrations," our monthly visitor.

SLIDES

The Up-to-date Manufacturers are advertising their Products on slides for use in Moving Picture Theatres where the people have to read them.

Write us for full particulars.

NORTH AMERICAN SLIDE CO.

23 N. 9th St., Phila., Pa.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

HB

If you are interested in moving your product at a less selling cost, we should be glad to talk preliminary plans with you. The number of "successes" which this Agency has produced, justifies your interest in our service. Write, on letterhead, for Portfolio of Proofs.

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

FOR QUICK RESULTS use the **DENVER WEEKLY POST**. Guaranteed paid circulation over 106,000. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads. 3c per word. Cash with order. Display advertising, 20c per line, \$2.80 per inch flat. Sample copy sent on request.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD. WRITERS

BOOKLETS, Mailings Series, Folders, Catalogs, Letters, written in red-blooded, attention-compelling form, telling your story clearly with "the punch" that gets business. **ALFRED WONFER**, 31 Clinton Street, Newark, N. J.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS** (Dept. C.) General Printers and Binders, 60 Murray St., New York.

COPIES WANTED

WANTED
BACK FILE PRINTERS' INK
Complete as possible. How much?
R. B. K., 1031 Old South Building, Boston

HELP WANTED

High Class Salesman

Advertising firm requires the services of competent specialty advertising salesman. One who can command business and obtain the results that the ordinary man fails to get. A man able to present the most original and unique advertising medium on the market. One having been employed on some large magazine preferred. In answering state where previously connected and experience. Unless you are a proven top notcher do not answer. Box 503, Printers' Ink.

Business Manager Wanted

I am looking for a young man of unusual ability; one who desires to anchor permanently with a western newspaper of more than 40,000 circulation and the unquestioned leader in its field. I have carried the responsibilities of the business for ten successful years and want an understudy to whom I can shift some of the burdens. The applicant must be of very high character, thoroughly experienced and willing to make an investment of from \$10,000 to \$25,000. Will sell stock at less than market value to suitable man. Information and references required. No hot air merchants or promoters considered. Address **SUBSTANTIAL**, Box 433, care Printers' Ink.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 38 Montgomery St., San Francisco, Cal.

POSITIONS WANTED

MARRIED MAN, 30, wants position as advertising manager or copy writer. Experience: 3 years editor; 1 year salesman; 2 years at commercial art; 3 years planning campaigns and writing copy. Box 506, care Printers' Ink.

POSITION WANTED: Lady (28) thorough German and English stenographer, translator, correspondent, experienced in Drug and General Import line, also copy and follow-up letters. Will start \$25.00 weekly. Miss C., care of KOIER, 21 West 106th Street, N. Y. C.

Assistant Manager

Young man, age 27, in advertising business for the past seven years, desires position as assistant to advertising manager in commercial lines, has knowledge of mediums, type, layout, and printing. Excellent references; Box 502, care of Printers' Ink.

ANY business, newspaper, manufacturer, or agency, requiring the services of an experienced copy and advertising man, satiated with ideas of originality in preparing business-pulling copy, also capable of assisting in any advertising capacity, will find writer open for negotiations. Highest references, depicting recent successful campaign for your investigation. Address, Box 508, this office.

Who Wants a Man

who has always made good? One with experience as successful solicitor, advertising manager, and advertising agency director. A man who can sell "white space," build up your publication, or plan and carry out a complete selling and advertising campaign, who is now employed but wants larger field. Address, "BEST REFERENCES," Box 501, care of Printers' Ink.

ANYBODY requiring assistance in the planning and conduct of a meritorious stock or bond selling campaign, or in the organization and management of a financial mail order department, or in the preparation of advertising literature therefor, could use my services to advantage. I am acquainted with the unlisted stock brokerage business and promotion of stock selling enterprises and have exceptionally helpful facilities for such at my command. FINANCIAL ADVERTISING, care of Printers' Ink.

Printers!

Do you require a capable employee in your sales department? If this be the opportune moment for your considering such a subject you will profit in giving me a little of your time. You guarantee an annual remuneration of \$3,000; I'll guarantee "services plus" and gratifying results. Opinions from men who realize "big" possibilities will prove my constructive ability. Strict economy with perfect service to your customers is the basis of operation I desire. "H. F.," 1713 Farmers' Bank Building, Pittsburgh, Pa.

Advertising Manager

not merely copy writer, having studied salesmanship and psychology. Experience—two years traveling salesman, five years a writer. Experience covers general retail and local agency work. Now ad-man for large store in Ohio. Wants position where will be given free rein to prove abilities, then if don't produce will be satisfied with discharge. Salary to start \$500. Address, Box 507, care of Printers' Ink.

CORRESPONDENT, college trained, under thirty, engaged in the magazine circulation department of a large publishing house, desires a position where she will have greater responsibility. Address, Box 500, care of Printers' Ink.

\$20,000 a Day Wouldn't Pay This Man to Advertise a Fake

A member of the Association of National Advertising Managers—at present advertising manager for one of the largest manufacturers of its class in the world—contemplates making a change. He is not a "cheap man," and would not be interested in a small salary or restricted executive power. If you want the man who does the work, that sells the goods, that makes the money, address A. A. A., Box 504, Printers' Ink, New York, N. Y.

Situation Wanted as Western Representative of Magazine, Farm Paper or Mail Order Publication

Exceptionally high grade man with Magazine and Advertising Agency experience, also experience as Advertising Manager.

Well and favorably known in Chicago and surrounding territory among advertisers and advertising agencies. Address,

W. R. C., care P. O. Box 494, Chicago, Ill.

I Would Like to Secure a Position

with a first class advertising agency or large advertiser requiring the services of a man who has had ten years' experience in agency work, and as advertising manager following eight years' mercantile experience with a large corporation of national reputation. In my agency experience have prepared copy and handled the entire advertising appropriations of some of the largest and most successful concerns in this country. My copy is snappy, forceful and productive of results. My follow-up literature is clinching. I have a thorough knowledge of media—their value and rates. Am good executive and thoroughly versed in office detail work. My age is thirty-nine years and I am married. If you require the services of such a man, address Box 442, care of Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

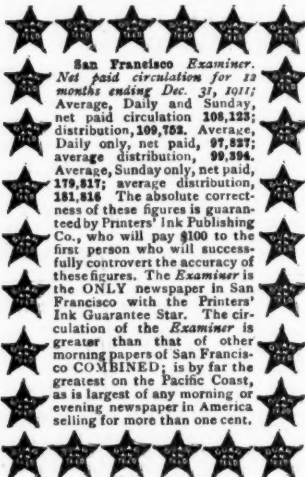
ALABAMA

Birmingham, Ledger, dy. Average for 1911, 28,377. Best advertising medium in Alabama.

Montgomery, Advertiser, net av. year 1911, Dy. 17,569; Sun., 22,358. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

CALIFORNIA

San Diego Union. Sworn circulation, July, 1912, Daily, 10,987; Sunday only, 15,729.



San Francisco Examiner.

Net paid circulation for 12 months ending Dec. 31, 1911: Average, Daily and Sunday, net paid circulation 308,123; distribution, 109,768. Average, Daily only, net paid, 97,537; average distribution, 99,394. Average, Sunday only, net paid, 179,817; average distribution, 181,816. The absolute correctness of these figures is guaranteed by Printers' Ink Publishing Co., who will pay \$100 to the first person who will successfully controvert the accuracy of these figures. The *Examiner* is the ONLY newspaper in San Francisco with the Printers' Ink Guarantee Star. The circulation of the *Examiner* is greater than that of other morning papers of San Francisco COMBINED; is by far the greatest on the Pacific Coast, as is largest of any morning or evening newspaper in America selling for more than one cent.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1910, 7,801; 1911, 7,892.

Meriden, Morning Record. Daily av.: 1909, 7,709; 1910, 7,893; 1911, 8,085.

New Haven, Evening Register, daily. Aver. for 1911 (sworn) 19,184 daily, 2c.; Sunday, 15,108, 5c.

New London, Day. Evening. Circulation, 1910, 6,892; 1911, 7,141. Double all other local papers.

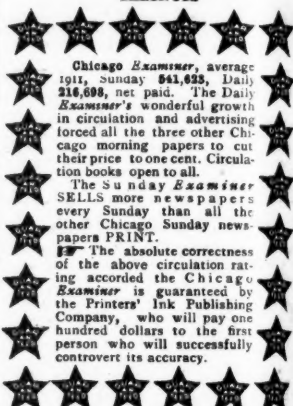
Norwalk, Evening Hour. Average circulation 1911, 3,845. Carries half page of wants.

Waterbury, Republican. Examined by A. A. A. regularly. 1911, Daily, 7,518; Sunday, 7,869.

DISTRICT OF COLUMBIA

Washington, Star, Evening and Sunday. Average daily 4 mos. '12, 64,184. (C.C.) Carrier delivery.

ILLINOIS



Chicago Examiner, average 1911, Sunday 841,623, Daily 216,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The *Sunday Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the *Chicago Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Polish Daily News. Year ending Sept., 1912, 16,433; Sept. average, 17,835. **Champaign, News**. Leading paper in field. (Champaign-Urbana.) Average year 1911, 9,377. **Joliet, Herald**, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114. **Peoria, Evening Star**. Circulation for 1911, 31,140.

INDIANA

South Bend, Tribune. Sworn average Sept., 1912, 12,765. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance." **Des Moines, Register & Leader**. (av. '11), 38,343. **Evening Tribune**, 29,316 (same ownership). Combined circulation 68,879—35% larger than any other Iowa paper. Supreme in want ad field. **Washington, Eve. Journal**. Only daily in county. 1,986 subscribers. All good people. **Waterloo, Evening Courier**, 54th year; Av. dy. 6 mos. to July 1, '12, 6,731. Waterloo pop., 29,000.

KENTUCKY

Louisville, Courier-Journal. Average 1911, daily and Sunday, 28,911. **Louisville, The Times**, evening daily, average for 1911 net paid 47,956.

LOUISIANA

New Orleans, Item, 1st 6mo. 1912, daily ave. net, 43,870. Sun. ave. net, 45,744. A.A.A. examination.

MAINE

Augusta, Kennebec Journal, daily average 1911, 9,873. Largest and best cir. in Cent. Me. **Bangor, Commercial**. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,625. Sunday *Telegram*, 12,012.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For Oct., 1912, 83,124.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)

1911, 154,614—Dec. av., 187,178.

Sunday

1911, 523,147—Dec. av., 394,476.

Advertising Totals: 1911, 9,376,061 lines

Gain, 1911, 447,983 lines

2,327,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Greatest Sept. of the Boston Post. Circulation averages: *Daily Post*, 416,536, gain of 61,929 copies per day over Sept., 1911. *Sunday Post*, 315,604, gain of 23,104 copies per Sunday over Sept., 1911.

Boston, *Herald and Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 3,405. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 16,009; 1910, 16,583; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

MINNESOTA

Minneapolis, *Farmer's Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 31,287.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,738.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Journal*. Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,208. Daily average circulation for Sept., 1912, evening only, 83,048. Average Sunday circulation for Sept., 1912, 84,820.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 93,886. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 100,313.



MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829.

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,410 daily average 1st 9 mos. 1912.

Camden, *Post-Telegram*. 10,410 daily average 1911. Camden's oldest daily.

Trenton, *Evening Times*. 1c—'07, 20,370; '08, 21,320; 2c—'09, 19,063; '10, 19,238; '11, 20,116.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,361. It's the leading paper.

The Brooklyn *Standard Union*. Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,744; daily, 60,268; *Enquirer*, evening, 33,691.

Buffalo, *Evening News*. Daily average, 1912, 10 months, 99,199.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,327.

NEW YORK CITY

The *Globe*. Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Oct. 1st, 1911, to Sept. 30th, 1912, 127,713. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Lecty. Actual Average for 1911, 20,617. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75c "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra. Utica, *National Electrical Contractor*, mo. Average for 1911, 2,325.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 128,191. For Oct., 1912, 109,946 daily; Sunday, 140,114.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 21,722 average, Oct., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Oct., 1912, 86,848; the Sunday *Press*, 177,014.

Washington, *Reporter and Observer*, circulation average 1911, 12,623.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 18,949. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Wilkes-Barre, Times-Leader, eve., net, sworn, 18,558, 9 mo. to Sept. 1, '12. A.A.A. examination. **Williamsport, News**, eve. Net av. for year ending 1912, 9,605—Av. for Sept., 9,799. **York, Dispatch and Daily**. Average for 1911, 18,927. Covers its territory.

RHODE ISLAND

Pawtucket Evening Times. Average circulation for 1911, 20,397—sworn.

Providence, Daily Journal. Average for 1911, 23,067 (©©). Sunday, 32,555 (©©). **Evening Bulletin**, 50,486 average 1911.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1911, 8,389.

Columbia, State. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,525. August, 1912, average, daily, 20,988; Sunday, 20,956.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1911, 5,784. Examined by A.A.A. **Burlington, Free Press**. Examined by A.A.A. 8,958 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.). Aver. Oct., 1912, 5,373. **The Register** (morn.), av. Oct., '12, 5,166.

WASHINGTON

Seattle, The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 54,005 daily, 58,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. **The Times** in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, Ledger. Average year 1911, daily, 19,001. Sunday, 27,338.

Tacoma, News. Average for year 1911, 19,210.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average year 1911, 3,971. Established over 40 years ago.

Janesville, Gazette. Daily average, Oct., 1912, daily 6,024; semi-weekly, 1,660.

Madison, State Journal, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. **The Evening Wisconsin's** circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.) Journal-News. Average Sept. 1912, circulation, 7,390. Av. 6 mo. 7,065.

MANITOBA, CAN.

Winnipeg, Der Nordwestern. Canada's National German weekly. Av. 1911 25,025. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. **Times Journal**, daily average, 1911, 3,628.

QUEBEC, CAN.

Montreal, La Patrie. Ave. year 1911, 44,908 daily; 55,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Aver. May, 1912, 11,445. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads **The Daily News**," says the *Post-office Review*, and that's why **The Daily News** is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,544 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Minneapolis Tribune** is

the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Oct., '12, amounted to 280,369 lines. The number of individual advertisements published was 39,220.

Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



★ **THE Minneapolis Journal**, Every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents. ★

NEW YORK

★ **THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

★ **THE Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

★ **THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

★ **THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

★ **THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ○—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The **Mobile Register** (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The **Evening and Sunday Star**. Dy av. 1st 4 mos. '11, 64,154. (○○) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (○○). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville **Courier-Journal** (○○). Best paper in city; read by best people.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (○○).

Boston **Evening Transcript** (○○), established 1830. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (○○). Only French paper among 75,000 French population.

MINNESOTA

The **Minneapolis Journal** (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,000 weekly. MCGRAW PUBLISHING CO.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting **The Evening Post**." —Printers' Ink.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The **New York Times** (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The **Press** (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Oct., 1912, sworn net average, Daily, 86,848; Sunday, 177,014.

THE PITTSBURG (○○) DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence **Journal** (○○), only morning paper among 600,000 people.

TENNESSEE

The **Memphis Commercial-Appeal** (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The **Seattle Times** (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The **Milwaukee Evening Wisconsin** (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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A Matter of Elimination

Practically every district, town and city in the country supports one or more papers—daily, semi-weekly, or weekly, as the case may be. The newspaper reader as a result, can choose the one which makes the strongest appeal to his or to her idea of what consists of up-to-date news, modern service, and clean, straightforward editorial policies. In Seattle, it's the

SEATTLE TIMES

that is first choice among the people. And just as the public has selected it for its value to them as a news bringer, and the champion of their best interests, so have both local and national advertisers chosen it to their profit, as a medium to reach these same readers. Steadily increasing advertising patronage and a healthy circulation growth bear eloquent testimony to the position of The Times as the "fastest growing paper in the country's fastest growing market—The Great Pacific Northwest."

Interesting information for interested advertisers on request.

TIMES PRINTING COMPANY

Seattle, Washington

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK

ST. LOUIS

CHICAGO



To remind
a great
many

—or to
convince
a few

If Men Know How to Lather, They
Would Shave With More Comfort

COLGATE'S
STICK-POWDER-CREAM

DISPLAY or ARGUMENT?

Whichever most surely meets the merchandising purpose of the advertisement in question is the better treatment.

Choosing between them without personal preference but solely with regard to the needs of the situation—perfecting either with skill and enthusiasm unhampered by any narrow agency "style"—directing its use by careful analysis of mediums, market and competition—these are fundamentals of good advertising service.

FRANK SEAMAN INCORPORATED

Advertisers' Agents 120 West 32nd Street